

'THE FLOOD OF THE CENTURY'

LECTION

'97

SPECIAL SECTION

Maclean's

CANADA'S WEEKLY NEWSMAGAZINE

MAY 5, 1997

He is playful and
ruthless, daring
and stubborn.
But...

Is Jean Chrétien up to the job?

By Anthony Wilson-Smith

\$3.50



78624 70001



"He huffed and he puffed

but he could not blow down the

steel-frame house."

When the big bad hurricane winds come knocking on your door, there's only one material you're going to want protecting your home. That material is steel. That it takes an acre of trees to frame the average house with wood. But framing that same house with steel takes the equivalent of just six scrapped cars.

And along with keeping you safe from most natural disasters, steel also helps protect our environment. Especially when you stop to consider that it takes an acre of trees to frame the average house with wood. But framing that same house with steel takes the equivalent of just six scrapped cars. Only steel can do all this and still protect your family and home. So you'll not only live happily ever after, you'll also be able to live safely ever after.

The New Steel.

Feel the strength.



If I'm
picking
most of the
stocks,
shouldn't I keep
most
of the
commissions?

With **Clear Line**®, you can save up to 88% in commissions over traditional brokers when properly picking your own stocks, options, bonds, or mutual funds. Plus, you can place bids and sell orders 24 hours a day, seven days a week. As an example, you can pick a **Clear Line** Investment Representative, or place orders yourself with our automated **infoPhone** and our **TV** service. **Clear Line** can also give you access to extensive information and research to help you make informed decisions. It's all yours with one phone call. Make it today.

Call for your free information and request opening package,
or visit our website at www.clearline.ca.

GREEN LINE
CANADA'S DISCOUNT FRIEDER

TD

CANADA'S
WEEKLY
NEWSMAGAZINE

MAY 5 1962 FBI WFO NO 18

EDITORIAL 4
LETTERS 6
OPENING NOTES/PASSAGES 14
COVER 16
CANADA 20
WORLD 26

EDUCATION NOTES: 50
A U.C. court outlines new fees; faculty
bills for sale; expensive upgrades for
Alberta students; Ontario passes the Power
Schools Rights Act.

HEALTH 57
Patients find some doctors lacking in their ability to provide counseling on diet and exercise.

MEDIA 66
Did pressure from U.S. interests determine what kind of ratings system will help Canadian parents program the V chip to screen out offensive shows?

PUBLISHING 62
An ongoing legal battle over the biography of a deceased Quebec businessman has become a freedom of speech cause célèbre.

FIRES 66
Canadian comic Mike Myers, synthesizing what he watched as TV at a teenager in suburban Toronto, portrays a mad playboy from London in *Swimming With Sharks*.

ANTHONY WILSON-SMITH 83

RESEARCH DESIGN

BETTER IS BETTER

[illegible]

Available on the Internet:
<http://www.cahen.ca/maclean>
 and on CompuServe (GO MACLEAN)

© 2005 Blackwell Publishing Ltd *Journal of Internal Medicine* 258: 105–114

COVER ART BY ARINA STOKHART FOR MAGGIE'S
PHOTO BY PETER BASSO

Can Chrétien do the job?

The man who would lead Canada into a new millennium remains, to many people, no more familiar than he was when he took power in 1993. Ottawa Editor Anthony Wilson Smith explores the man and the myths as Jean Chrétien approaches a date with history.

44
Gates
crasher

In the software game, nobody steals the show from Microsoft boss Bill Gates. But try telling that to Canada's Michael Cowpland.



38 Rescue in Peru

After a bold military assault ends Peru's long hostage crisis, tough-talking President Alberto Fujimori rides a wave of public approval



30 'The flood of the century'

As the Red River continued to rise, thousands of Manitobans fled their homes while others shored up defenses. The worst, experts said, was yet to come.



From The Editor

Remembering the good times



Lester Pearson would have been amazed. Last week, as pundits gathered on Parliament Hill for a convengo commemorating the 100th anniversary of the former prime minister's birth, the program going called the MPs to vote in the Commons—delaying the celebration for 30 minutes. Pearson, of course, was used to having his policies and plans derided by the Commons. He headed two minority governments in the 1960s and there was usually a scandal or a crisis on his plate. Once, when Pearson was away on vacation, his friends lost a vote on a budget—enough to topple any parliamentary government. Pearson cleverly talked his way out of the mess. Another day, a deranged man blew himself up with a bomb in a washroom near Pearson's office—as a judicial inquiry down the street was taking evidence about an alleged East German spy and a Tory minister.

Pearson's Ottawa was something of a circus. It takes events such as last week to remember that it also was a period of impressive nation-building. The Maple Leaf flag, national health care, the national pension plan and international peacekeeping—all part of Pearson's legacy—have become central to the Canadian fabric.

Lester Pearson also would have been pleased last week. The guests were from various political parties, a display of bipartisanship that he rarely saw in his lifetime. There were Pearson loyalists including Jean Chrétien and Ron Buckland, both members of the media class of 1963. Former Tory Senator Heath Macquarrie was there, sitting alongside his former B.E.L. Commons cousin David MacDonald, once about to run for the NDP in Thompson's Baseline riding. And beside MacDonald sat Alex



Pearson: A lasting legacy

MacDonald, his newest party leader and new partner in life. How times change. It was Riverview, as justice minister, who brought in the bill imposing mandatory 15-year sentences for first-degree murderers, the then draconian policy the Liberals tried for getting parliamentary approval for the abolition of capital punishment. Then, to comfort criticism that it was "throwing away the key," the government also passed a provision allowing for a parole hearing after 15 years. That clause is now the subject of much fiery rhetoric in the likes of convicted serial killer Clifford Olson.

Bipartisanship and a sense of history also marked another gathering on April 23, which began as the Pearson ceremony ended. In the august confines of the historic Rideau Club, 200 friends of Doug Fisher gathered to mark his 40th year on the Hill, first as an MP and then as a newspaper columnist. Fisher delivered the legendary Liberal power broker, C. D. Howe, in 1967 and was re-elected three more times from Fort Arthur for the CCF and its successor, the NDP. He was, with Tory leader John Diefenbaker and Liberal Jack Pickens, one of the three best speakers in Parliament. As a columnist for *The Toronto Telegram* and now the *Star* papers, Fisher exhibits two of the vital ingredients for a good reporter: he reads widely and writes carefully. And he offered an uncommonly cheerful note in an era of rampant political discourse. "Like politicians," he told his friends, "they should get more credit than they do."

Lester Pearson would have agreed.

Robert Lewis

Newsroom Notes:

Election coverage

With this issue, Maclean's launches six weeks of election coverage culminating with a special report on the outcome that will be published two days after the vote. Co-ordinated by National Editor Peter Kaprielian, the weekly package will feature reports from special panels of undecided voters in five key ridings across

the country, regional assessments from staff correspondents and a critical look at the major trends. Ottawa Editor Anthony Wilson-Smith and Maclean's staffers in Halifax, Montreal, Ottawa, Toronto, Calgary and Vancouver will report on the parties' national campaigns while Contributing Editor Mary Jaregen casts her expert eye on the key issues.



Kaprielian: Issues and the trends

Magazine awards

Maclean's first week received 10 nominations for the May 23 National Magazine Awards for articles in eight categories, from business and politics to entertainment and cover art. The proud nominees: Assistant Managing Editor Ann Dowsett Johnston, Senior Writers James Deacon, Brian D. Johnson, Marc McDonald and Jennifer Wells, Anthony Wilson-Smith, Associate Art Director Gaille Sirois, and Contributor David MacLachlan. More in a subsequent note.

if you've ever cooked on an ordinary gas grill chances are you've apologized for it. The flare-ups that singed your expensive steaks. The cold grill covers that made it impossible to cook food evenly. The shoddy construction. Well, apologize no more.

Introducing the Weber® Platinum Series II®. Remarkable? Not really. Not when you consider that it comes from a family of overachievers. Like its predecessor, the legendary Genesis® Gas Grill, the Platinum Series II solves ordinary grilling problems in an extraordinary fashion. For starters, we've eliminated flare-ups.

(That's when fat collects, much a flash point

and burns out of control.) Instead of using lava rock or flat metal plates, we created a patented cooking system made of stainless steel flavorizer bars. When juices hit, they sizzle, sear and add a delectable outdoor flavor.

Our Crossfire™ ignition system assures a fast start. Three strategically placed burners provide another only: even heat. Every time. But that's not all. We use the finest grade steel and protect it with a shield of porcelain enamel. Fired at 1600° F, it'll never rust, fade or peel.

Which leads to construction. An incredibly strong, robot-welded cart features extra-large

porcelain-enamelled steel work surfaces. Then we virtually assemble the grill in-house, so you can set it up at home in minutes. Finally, we considered the most important detail: Your complete satisfaction. That's why Weber as

unprecedented 45-day money-back guarantee. Excessive? Perhaps. Unless you want a grill engineered by people as passionate about its construction as you are about using it.

To learn more about the Weber Platinum Series II, call 1-800-969-WEBER or 1-800-209-5257. In the U.S., or Canada. Or visit our home page on the World Wide Web at www.weberbbq.com.



Look what happens when you play with fire for a living.



©1999 Weber-Stephen Products LLC. All rights reserved. Weber is a registered trademark of Weber-Stephen Products LLC.



Bring us adaptive who, in October, 1992, found my birth mother after 30 years. I was instantly compelled to read your article on Jani Mitchell. Thank you for being so sensitive to the adaptive family. My adaptive ones also has problems at times with my reasons and it is true that it does affect everyone in all the families. In Peter Flanders, we are often outcasted about the honeymoon period, which Jani and Blaise are obviously still going through. I would be interested in seeing how this story unfolds three years from now. Reunions can be a lot of work, but they are well worth it.

Joni Decker
Peters

Mitchell, 60th-reunions can be a lot of work, but worth it

'Happy reunions'

I feel happy, sad and jealous about the reunion of Josi Mitchell and her daughter Blaise Gidd (Joni's secret). Cover, April 20. I had not known where you came from. After last years, and with the help of a social service agency in Montreal, I found my birth mother. Through a social worker, we will establish contact in the form of letters to get to know each other a bit. As much as I want to meet her, she is not yet ready to take that step. So I'm jealous and saddened by the fact that I haven't been so fortunate to meet my birth mother yet, and happy that another woman, born as an adoptee and a birth mother, has been successful. I've never felt embarrassed by the fact that I'm adopted. It is a good thing. I love my (adoptive) parents more than anything else. They've always been there and continue being there for me to support me in my search.

Jennifer Pail
Mississauga, Ont. M5

LETTERS TO THE EDITOR

should be addressed to:
Mailbox Magazine Letters
777 Bay St., Toronto, Ont. M5W 1A7
Fax: (416) 916-7732
E-mail: letters@magazines.com
or 1-877-224-1212@magazines.com
Advertiser's addresses must not be used for letters. Please supply names, address and daytime telephone number.
Submissions may appear in Mailbox's electronic site.



Royal marking 80th anniversary of Canadian victory at Vimy Ridge, France

Veteran correction

When I lived with my grandparents while attending the University of New Brunswick in Fredericton in the early 1960s, my grandfather introduced me to Maclean's magazine by having me read and critique Allan Fotheringham with him. Groulx has read Maclean's for as long as I can remember, and I am certain that he felt honored to see his picture in "Return to Vimy" (World Notes, April 23). Unfortunately, the photograph is incorrectly identified. The first World War veteran in the forefront is my grandfather, Gordon Alexander Boyd, age 98, of Fredericton.

Joanna Demerutas
Kingston, Ont.

When it came to determine the cover story, did you forget that all-important question, "Is 'Joni's secret' really more important and more newsworthy than the history of Canada? Leave the tabloid writing to the tabloids."

John Decker
Mississauga, Ont. M5

Do kids need ESL?

More than a million dollars, a veritable cornucopia, is available for the promotion of multiculturalism and the teaching of English as a second language. Why should we pay for ESL? Education, April 10. It would be outrageous if we rejected a debt-free country and could afford such generous treatment. But simply, we cannot. Where else in the world are its citizens subsidizing immigrant language instruction?

Roger Charles Zehner
Brimley, B.C.

Why is it necessary to teach ESL to immigrant children in elementary schools? As the children of immigrants who arrived in Canada in 1951, long before the days of second language and heritage language programs, my brother and I entered first grade without a word of English, and we spoke it like natives by Grade 5. The immigrant children of the past did not seem to drop out of school more often or develop more problems than our Canadian-born classmates. On what are the current assumptions based? I would be interested in knowing how many

first-generation non-English-speaking students have dropped out of school over the years compared with native-speakers, both prior to and after ESL came into effect. I would be interested in knowing how many, proportionately, went on to other or higher education. ESL funds might more usefully be applied to teaching English to the teachers and parents, for whom language-learning is more difficult, and to special education or enhanced education programs.

Marie Kankunen
Joliffe, N.Y. 2

Skills and funds

Your article on the desperate need for computer programmes in Canada made it clear that educators and government need to focus on training people of all ages and skills into the technology field ("Computer for hire," Business, April 21). As a recent graduate of the master of library and information studies program at Dalhousie University, I find myself seeking further education in order to gain the competitive edge. But with \$20,000 in student loans and no long-term job prospects on the horizon, how am I, or my peers, expected to afford a \$17,000 computer course to gain the needed digital literacy, if the powers that be want to get results, we need better funding for students, and far better job prospects in all areas.

Dan Trevis
Melville, N.S.

"I've got the best of both worlds. I work for a new company that's got 116 years of experience."

Joan Goss, Bell Advantage rep



The business.

The challenges.

The solution.

The results.

Bell Canada: Canada's largest business telecommunications company

The market has changed tremendously over the past ten years. The businesses we're doing with have become increasingly sophisticated and increasingly dependent on communications technology. So we've had to adjust the way we do business. Investing in such a person as a supplier. And so to perfectly honest, this is a huge company, and it's been a huge transition. Of course, being that big means that we've got skills and resources that nobody else can touch but we need to stay very focused on maintaining them in the digital direction."

A newly expanded Advantage portfolio for business, including: telemarketing, teleconferencing and data solutions. Competitive pricing on wireless and networked wiring. Increased accounting and cost breakdown capabilities. Regular contact with customers. Customized solutions and services designed for individual customers needs.

"This really is a new company. Despite we're now based with the same concept, the challenges are business solutions. Just like them, my service as a business depends on defining the best products at the best price. And as a result, not only we're more responsive, but we've also expanded Advantage to be more more responsive to our customers needs. If you run a business, my business, Advantage can make a difference to it. And I'll be right there - you combine the new attitude you'll find in Bell, with the incredible base of knowledge and resources and experience that has always been a part of this company, and I can bring solutions to the table that no other telecommunications company can touch."

New solutions for business. From the new Bell.



ADVANTAGE
1-888-783-1234



They've saved over 10,000 children with

They call it Operation Smile and it sends teams of surgeons and medical supplies across the globe to help children with disfiguring birth defects. Over the last 15 years, they've saved over 40,000 impoverished children from the pain and humiliation of cleft lips, palates and other serious afflictions. But to its founders, Dr. William and Kathy Magee, this program does more than just repair physical scars. It brings hope to the hopeless, and leaves a smile where there once was none.

one operation.

Providing for a child's health, well-being and future education is parents' main concern. And at State Farm, we're here to help you turn concerns into plans and plans into rewarding futures. State Farm Understands Life.





**WHEN YOU TASTE
THAT DELICIOUS SENSATION
OF QUALITY
PERFORMANCE
COMFORT
YOU WILL KNOW
YOUR APPETITE
HAS FINALLY
BEEN SATISFIED.**

THE ALL NEW TOYOTA CAMRY
Been craving for something new? Something that satisfies your appetite for performance, comfort and value? We've prepared the new Camry just for you. First, sample its sleek new looks. Then for a real treat get behind the wheel for a taste of true driving pleasure. The new Camry is more powerful and responsive while the ride is smoother and quieter. Its refined comfort will reflect your good taste while providing more legroom, comfort and standard features than ever before. The new Camry. Get a taste of something better. Nicely equipped, from ***\$21,178**.



TOYOTA
Your Toyota Dealer is a proud agent of Canadian Special Imports (CSI) for 1997 Camry CR (3.0 24V 4-cyl). See website. Approx. insurance, applicable taxes, freight and PDI. Dealer price only. Not valid where with special equipment. See dealer for details.



CAMRY

TAKE the BRIGHT SIDE of the ROAD

Backstage



Anthony Wilson-Smith

Chrétien is driven by a will to win

One of the favorite stories that Paul Martin tells about Jean Chrétien concerns a topic dear to the hearts of both men: the annual budget. After each of the four budgets that Martin has so far presented, he and the Prime Minister have always made a bet as to which man could guess accurately how much the final size of the deficit. Each time, Chrétien has won, and has agreed to go double or nothing on their bet the following year. This year, when the Prime Minister was again, they agreed it was finally time for the finance minister to pay up. But when Martin showed up at Chrétien's office with a cheque, the Prime Minister took one look at it and refused to accept it. Too low, he said, you owe me more than that. A non-plussed Martin insisted that was just the case, and settlement has been postponed, pending resolution of other matters—such as, say, an election. "It's an outrage," says a smiling Martin with poorly disguised anger. "He beats you on the big numbers, and then he wants to rub it in on the small ones."

Perhaps, but the tale also illustrates two qualities that most shape the personality of Chrétien: his remarkable instincts, born of long experience, and his ceaseless will to win. Talk to almost anyone who deals with him regularly, and similar stories emerge that demonstrate one or both traits. Justice Minister Allan Rock, a political novice who has had the roughest public ride of any senior minister, says that Chrétien has often taken the time to sit down privately with him and remind him that among others—starting with himself—have faced similar travails. But Rock adds "He's such an old pro at politics that there are times when you can tell he takes a certain delight from watching a rookie like me learn the ropes. It's a reminder that experience is still the best teacher." In other, less polite terms, the Prime Minister once gave a bit of gloating. On the other side of the coin, Mitchell Sharp, who as finance minister in 1967 had Chrétien as his parliamentary secretary, recalls the younger man's habit to listen at all costs. Chrétien, who then barely spoke English, often used to show up at Sharp's home unannounced, and knock on the door if he saw the car in the garage. Sometimes, during parties, Sharp, an accomplished pianist, would play long classical pieces while Chrétien stood, turning the music sheets for him. Then Chrétien knew next to nothing about music. Today Sharp says "He has a considerable level of taste and knowledge about all sorts of music."

Those qualities will be particularly important as the election campaign to come—but not always to his advantage as he faces his foe. When opponents called Chrétien "yesterday's man" in the 1993 campaign, his standard response was that politicians are the only business in which "people say you have no such experience." Chrétien was

seriously—but the bees there don't think that comes with such experience is not always an asset. Most of the worst pollies of Chrétien's political career have come when he underestimated the force of opposition, and convinced allies that any trouble would soon pass. In 1996 Chrétien repeatedly miscalculated opposition to the Meech Lake accord that if it did not pass, there would be no lasting effects on Quebec. Then if one who despised the contents of the accord now have to acknowledge that the damage happens to this day. Recently, it took Chrétien and his advisors more than two weeks to recognize the profound change that came in the 1996 Quebec referendum campaign when Lucien Bouchard effectively took over as leader of the Yes side from Jacques Parizeau. Though no one has yet convincingly explained what the No side could have done differently, it remains true that Chrétien's belief, until the last week of the campaign, that there was nothing to worry about had more to do with the success of problems survived Chrétien's intense competitiveness, the least attractive side is that he can be, not to underestimate, a sore loser. The most obvious example of that is the graceful manner in which Chrétien handled his broken promise to reform the Goods and Services Tax. To the day, he refuses to acknowledge the extent of the damage he caused himself by berating people who questioned him on the issue during a CBC televised town hall forum last year. Similarly, the Prime Minister, who can be so gracious and genuinely self of being in situations in which he feels comfortable, has a much harder side that shows up when he feels uncomfortable, or out of sorts. That showed up most recently in the embarrassing road of looking that took place between Chrétien and

Premier Lucien Bouchard at a signing ceremony intended to herald a good news accord on manpower in Montreal last week. One of the keys about Chrétien, friends say, is that the central elements of his character have remained unchanged. His chief of staff, Jean Pelletier, who has known Chrétien since the two men were in their early teens, says that of all their classmates from high school days, the Prime Minister has changed the least. To a certain extent, he likes rules—but only when he can adjust the outcome if they fail. Two of his most daring appointments to cabinet were rookies: Rock and Natural Resources Minister Anne McLellan. "I am very confident," says McLellan, "that he took a huge chance on me." Perhaps—but if he failed, he could always have replaced her. An election campaign is something else: it includes events that cannot be anticipated—a situation Chrétien hates—and it must be won at all costs, which is an ambition that drives Chrétien in all times. Other than the 1984 leadership campaign, Chrétien has never lost. If anything goes unexpectedly wrong for the Liberals this time, their campaign will not be a pretty sight.

IS HE UP TO THE JOB?

BY ANTHONY WILSON-SMITH

For those who have ever wondered what a prime minister does for fun, here is an example. In early April, Jean Chrétien was in British Columbia for several events that included a breakfast meeting with Liberal candidates and McDonald's restaurant in Surrey. After lunch (Big Mac, large fries with no ketchup and cola for the Prime Minister), Chrétien decided to visit the restaurant and behind the counter (he shook hands) with several cooks and servers, then spotted a woman working at the drive-through window. "Would you mind?" he asked, stepping past her with a smile. The next three customers pulling up to the window were given, along with their orders, a smile, a proffered hand-salute and five minutes' rest. "Hi, I'm Jean Chrétien, the Prime Minister." The predictable result, one Chrétien aide recalls, was "utter astonishment. One woman looked as though she didn't know whether to guffaw or faint."

Memories are made of such things—if any of those patrons could later find anyone who believed them. Other than that, there are several prospective lessons to be drawn from the latest escapade of Jean Chrétien, full-time prime minister and sometime prankster. One, for political liberals and others is that as he approaches a June 2 election, the 63-year-old Chrétien has lost some of his awe for both his life and his job. "He just loses doing the unexpected," says Kelly Goldenberg, his senior adviser and after age 50, more than 33 years' standing. The other political takeaway, for Chrétien's optimistic supporters, is that he will soon need such practice for a new career if his decision to go to the polls only 18 months into his present mandate proves to be a bad one. "The Canadian people," says Reform Leader Preston Manning, "are just waiting for the opportunity to hold this government and this prime minister accountable."

If that is the case, they will soon have their wish—and no one will have more at stake than Chrétien, whose place in history will be determined, at least in part, by the result. But the man who would lead Canada into a new millennium in ways, to many people, no more familiar than he was when he took power in 1983. Is the real Jean Chrétien the glad-handing flag-waver that Canadians have come to know and—outside Quebec at least—often love during the past three decades? Can a man who was first elected 37 years before the end of the century have the vision and gumption to lead the country into another one? And after all this time in public office, in a period when politicians are reviled more than revered, why would he even want to?

As the Liberals begin the campaign, Chrétien is, in the words of Finance



COVER

Even after 3½ years in office, the Prime Minister remains an unknown quantity



Minister Paul Martin, "far and away the party's biggest, most important asset." But some skeptics, even within the party, would argue that the title now belongs to Martin himself. Chrétien, after three years of revealing in the highest popularity ratings of any prime minister in the last half-century, has during the past six months often appeared to have lost his labled political antennae, stumbling from misadventure to misadventure to outright muck-up. From his handling of the Goods and Services Tax, and tussles with Quebec, to a series of recent, and harsh, pre-emptive promises that tarnished the party's carefully established image of fragility, the Prime Minister's recent behavior has raised the question as to he up to it? "There is," says a senior Ontario Liberal organizer, "a very real fear that our support could slip very quickly."

That feeling is most acute in Ontario, where Liberal fears of Conservative Leader Jean Charest—even as a younger, more charismatic, similarly middle-of-the-road and equally devout liberalist version of the Prime Minister—run the highest. In Toronto, despite the divided state of the present opposition, since Liberals now wait for dark predictions about a minority government, and claim that many voters perceive Chrétien as being out of touch and out of ideas. Among the concerns cited the near-loss in the 1996 Quebec elections, the government's seeming inability to decide on a strategy for national unity, Chrétien's increasing isolation in office, and his unwillingness to articulate a specific vision of where he wants to take the country.

Perhaps more than anything else, the latter point could be the party's Achilles' heel. The last budget, says Martin, "marked the turning of a corner," from a preoccupation with deficit reduction to new priorities. But so far, Chrétien has not made clear what those priorities will be. They could range from tax cuts and continuing reduction in government spending to the creation of new programs such as day care or enhanced funds for health care. But at this point, concludes one Liberal adviser, "no one knows because we haven't told people properly. And perhaps we haven't told people because we don't really know."

Then there is Quebec. In this century, no prime minister from that province, before Chrétien, has failed to win a majority of seats in his home turf. This time, it is virtually certain that the Bloc Québécois, under new leader Gilles Duceppe, will repeat its success of 1993 and again win most of Quebec's 75 members. Chrétien faces a 40-year election fight in St-Hubert from his father (and Yves Duhaime, a sometime scoldy who later became a Parti Québécois minister). If Chrétien loses, and even if the Liberals win the election, there will be enormous pressure from both inside and outside the party for him to step down to leave another Quebec representative. And if he wins, the question remains: can he handle the issue when a again arises—as it inevitably will?

Despite such concerns, the Liberals' ad campaign and overall strategy will revolve almost entirely around the Prime Minister. In doing so, they are again placing their destiny in the hands of a leader who, as described by close associates, is a bundle of contradictions. Jean Chrétien is portrayed as alternately complex, straightforward, playful, withdrawn, ruthless, laughing, just-the-facts, a culture vulture, cautious, daring, pragmatic, firmly anchored in the past, a whiz at deciphering complex policy, easily bored and repelled by many issues, open to new ideas and arguments, and realistic in his staff's barometer.

But there are several Chrétien qualities on which everyone agrees. "Jean," says Mitchell Sharp, his 51-year personal adviser and 60-year-old mentor, "always

Chrétien, a cautious man, probing that an early election will help ensure his place in history

knows exactly what he wants and can cut through any amount of double-talk to get to it." And, notes Perry Gosselin, an old friend who is director of appointments in the Prime Minister's Office, "He is usually at his most comfortable when he is being underestimated." She adds "Lots of people say they want to be like that, but not many really like others thinking they are less able than they are. In his case, he is so comfortable with himself that he accepts it, and as a result it is his advantage."

The crisis has not, by now, initiated him to be buried by defeat, resignation or the joint of being anguished, out of touch with the national unity question, uninterested in anything more ambitious than cleaning his desk of paper by the end of every day. In fact, Chrétien's career in politics has been marked by a string of successfully overcome odds. He arrived in Ottawa as an unilingual francophone in 1983 and, within four years, left because the youngest person ever appointed to cabinet. In 1986, he served as Pierre Trudeau's lieutenant in the Quebec referendum battle, and was widely credited with reversing an early sovereigntist lead and co-ordinating the strategy that led to a 50-per-cent to 40-per-cent No victory.

In 1984, he made an unexpectedly close contest of what was supposed to be a runaway victory for John Turner during the Liberal leadership race. "That," says Goldenberg, "was when he showed the doubters he had real leadership qualities." And in 1990, Chrétien was widely derided as "today's man"—before proving to be his party's strong asset in governing.

As to the apparent contradictions in Chrétien's character, there is ample evidence to support the existence of all those qualities. On a surface level, Chrétien exerts much of his political career cultivating the hapless image of the "little guy from Shawinigan." In keeping with that role, he is a self-proclaimed poor shaver, and takes pride in showing off the fact that he is in better physical shape than many contemporaries two decades younger. At the prime minister's retreat at Harrington Lake, one of the few places where he can find some momentary privacy, Chrétien delights in climbing the RCMP's towers on security detail by racing at high speeds in his jet boat, the *Ilard Ocean*. A mark of his lack of sophistication in another area is his negotiation with almost any form of new technology from video-cassette recorders to computers. "The phone," says one friend dryly, "is a real problem for him: all these buttons to deal with."

On another level, Chrétien has a healthy dislike of power and its corollaries that many voters clearly identify with. "He is a person," says Eddie Goldenberg, "who is a lot more interested in the quality of other people than in their social status." Stories of Chrétien's residence and the strict protocol are legion. In November 1994, during a Texas Canada trade mission to visit the Prime Minister's decision to name New Brunswick Premier Frank McKenna as his first guest, McKenna recalls "I was the first to call to use it [the house]. When we got there, Mrs. Chrétien was in the living room, sewing. So as not to bother her we went into the bedroom and sat down on the bed, where he laid the sewing on a table."

Chrétien's diffidence with names is legendary, and he often resorts to using association games in order to identify people and places. When in Toronto, he and David Stron, the co-chairman of the Liberals' campaign team, often tried an expensive French restaurant that closed just when Chrétien could remember the name, but always did recall Stron's to book a table at "the bakery place." It was one of the few restaurants that lettered his favorite word, *bakery*, on its regular menu. He calls Fredericton's *MP Andy Stolt* "the disability guy"—because of the extensive wheel Scott has done in that area. In caucus meetings, he occasionally refers to longtime Newfoundland MP George Baker as *Shawinigan*—French for baker.

But there is nothing wrong with Chrétien's memory when his own involvement is at stake. In the summer of 1993, he took his own secretary, Patrick Pinault, out for a boat ride on Lac des Piles, the



● **Doublet:** the inner circle inspires respect—and ruder responses

Shawinigan area lake where he often has outings. For more than an hour, Chrétien pointed at each of the dozen or so cottages along the shore, identifying the owners by name, describing by their family situations, and recounting exactly how each adult was known to him, friendly and personally.

In public, Chrétien seldom shows his anger—but most of those who have seen flashes of it say that it is more than enough. "He is so very contrite in public," says Windsor MP Shaghoush Cohen "but it is always very clear to all of us that it would be a really terrible idea if we displeased him." It is not, associates say, so much what Chrétien says as the way he says it. Winking all eyes is liable while a victory challenge comes from his blue eyes.

Once, Peter Denko, the Prime Minister's communications director,

was summoned to see Chrétien after making a mistake that caused the leader some embarrassment in public. Denko told the Prime Minister that he accepted "full responsibility," expecting the apology to close the matter. "Congratulations," howled a sarcastic Chrétien, adding that such a gesture was often used in getting him out of the mess. But for the most part, Chrétien's anger passes quickly. During a cabinet meeting, he launched into a blistering description of one minister and, while in full rhetorical flight, got up from the table, poured a coffee and delivered it to the still squaring minister.

Chrétien says that he has many acquaintances but few friends—and is quite blunt about his opinions that politics and friendship do not usually mix. Once, during a visit to Washington in 1993 where he was still opposition leader, Chrétien began discussing his views while having a coffee with Donato, aide Jean Carle and a reporter. "I've seen these two guys here," Chrétien said, pointing at Carle and Donato. "If you asked them, they would probably tell you they are my friends but they are not. In politics, there is no room for friendship." His point was that a leader must sometimes make tough decisions that should not be affected by personal feelings, and the two were visibly taken aback. But Chrétien has often proven flexible about that rule—when it suits him. He appointed his close friend, LeBlanc, as Governor General his longtime friend Robert Nixon, the former head of the Ontario provincial Liberal party, as head of the Atomic Energy of Canada Ltd. Crown corporation, and his nephew, Raymond Charbon, as a career diplomat, as ambassador to Washington.

Like many politicians, Chrétien has a long and undisciplined memory when it comes to details. Although there is no shortage of holdovers in government today from Chrétien's 1984 leadership campaign, few supporters of John Turner remain. Similarly, although Chrétien has treated Paul Martin with respect and decency after their often bitter 1994 leadership race, Martin's supporters from that campaign have been all but shut out of key government positions and appointments.

Many of Chrétien's closest advisers are people he has known for at least a quarter of a century.

They include Goldenberg, Stron—for whom Chrétien served as parliamentary secretary in 1987—chief of staff Jean Pelletier, who attended high school with Chrétien, and the man usually acknowledged as his most important adviser when he is alone: Montreal businessman John Rae. Others include Donato, Collette, Carle and policy adviser Chavois Hasek.

That relatively small circle inspires powerful emotions among others. Liberals that range from respect and reverence, to far ruder responses from some backbenchers. On one level, Chrétien goes to great pains to be accessible. Within the PMO, there is rule that any backbencher making it to see Chrétien must wait at least 15 minutes in 45 hours—every 45 minutes cancelling other appointments. At caucus meetings, cabinet ministers are instructed to speak as little as possible, and listen to the words of other MPs. Chrétien also keeps attendance lists of ministers at those meetings—and was widely accused of making them without an explanation.

As well, with several exceptions, Chrétien has been very tolerant of MPs whose views clash with his own. One of them is Roger Galloway, a small Ontario MP from whom Chrétien has received a member's bill known as "negative-vision" cable linking his constituency to the houses of cabinet—and was only blocked from becoming law at the last minute. That was only one of several occasions when Galloway has bluntly denounced his party's official position. But each time, he says, "The Prime Minister has gone out of his way after meetings to tell me that even though he doesn't understand my position and his lack of sympathy for it." And Cohen, another outspoken Ontario MP, agrees what she calls "the Prime Minister's enthusiasm for straight talk at all times from all sides."

But in spite of Chrétien's devotion to caucus members—which he regularly describes as "the most important part of my work"—his major decisions usually are based on the advice at his inner circle. In a high-stakes environment that usually leads to an equally high rate of turnover, the few people within Chrétien's PMO have remained in place for unusually long periods of time. They share several qualities: they are almost all from Central Canada, almost all are fluently bilingual and, with the exception of Hasek, and Goldenberg, all are male. All have more frequent access to the leader than most members of the caucus—and cabinet—and the advantages of being able to speak with Chrétien regularly in small, informal gatherings. As a result, says one adviser, "we can get things done quickly and easily. But we also live in a double bubble: we work increasingly long hours alongside the same people all the time, and our regular meetings are from politics face-to-face with us."

That can be both a boon and a bane—and Liberals, as well as many others, think the downside of that equation has become more evident in the past six months. "You get a small bubble mentality in that of lies," says one Chrétien



● **Closest, Suckup:** (left) Advising that the Liberals could be hit by their growing inability to enough on a strategy for national unity

POSTWAR POLLS

When Prime Minister Jean Chrétien issued the call for a June 2 election last weekend, he brought to an end Canada's shortest-lived majority government since the Second World War, elected to office just 43 months before, since Confederation in 1867, is tied only Sir Wilfrid Laurier in 1911, facing a Parliament and re-election by the issue of free trade with the United States, went to the polls sooner, less than three years after winning a majority.

Majority Government Gelling Election	Election Date	Months in Office Since Last Election
LIBERALS	June 27, 1949	46
LIBERALS	Aug. 10, 1953	46
LIBERALS	June 10, 1957	46
CONSERVATIVES	June 18, 1962	46
LIBERALS	Oct. 30, 1972	52
LIBERALS	May 22, 1979	56
LIBERALS	Sept. 4, 1984	55
CONSERVATIVES	Nov. 21, 1986	45
CONSERVATIVES	Oct. 25, 1993	59
LIBERALS	June 2, 1997	43

tario Liberal MP from a rural riding. "If they didn't think of an idea, it doesn't exist. And if they did think of it, there can't possibly be anything wrong with it." Many Liberals concede that two lawsuits have been particularly damaging for the party: the ouster of Quebec's constitutional future, and Chrétien's an affair with one of the GST. On both, many Liberal backbenchers say their news were either ignored—or, even worse, suppressed.

On the issue of Quebec, three example evidence to support that belief. Prior to the October, 1995, referendum, Chrétien reportedly told the caucus that "No side would easily win. But a general election victory he often said, was for MPs from outside Quebec to stay quiet on the issue, and leave the driving of the campaign to him. In the wake of the no-slow, many MPs, faced with a barrage of complaints from constituents, complained that they and other Canadians had been shut out—and the country never again seemed as a result. That Chrétien, rather than acknowledge any errors, has suggested that it was only because of his efforts in the last week of the campaign that the No-side averted defeat.

Chrétien's misreading of his caucus promise to make the GST "disappearing" marked a similar example of his unwillingness to acknowledge his mistakes. As a result, many Liberal caucus members to commit to abolishing the GST before a suitable alternative was found. Nonetheless, he was finally persuaded to make that promise after strong pressure from more liberal members of the caucus. When the time finally came in early 1996 to announce the GST would not be abolished, Chrétien advisers say, he could not accept the idea that he was being asked to apologize for a promise that he had never wanted to make in the first place.

The result was an embarrassing series of public appearances in which he used tactics to justify his belief that he had not broken a promise—what calculated in a CBC town hall appearance last December in which he appeared alternately defensive and abusive towards questioners. Even his most loyal advisers cringe at the memory of the incident, one calls it "the closest thing we've had to an unscripted disaster."

Others fear that its impact will linger. In the case of the Prime Minister's cancelled high popularity ratings, there are two examples of electoral disaster that have come parallels for Chrétien: one involving former U.S. president George Bush. The other the case of a Liberal prime minister from Quebec, Sir Wilfrid Laurier, 88 years ago. In Bush's case, he enjoyed some of the highest popularity ratings in polls in American history, but then he lost the 1992 election—but went down to humiliating defeat. One reason, all too familiar to Chré-



Sharp: Chrétien always knows exactly what he wants!



Wife: Anne likely to be seen but not heard from

ten, was Bush's inability to articulate a vision of where he wanted to take the country during a second term. Ultimately, many Americans came to re-perceive him as a decent man but a flawed politician, one whose best days were behind him.

In Laurier's case, the potential parallels are even more disturbing. The June 2 election, only 43 months into the Liberal's mandate, will mark the end of a majority government in Canada law goes to the polls since Laurier died in 1911. After less than three years in power, Laurier's government, torn by controversies over free trade with the United States and the Naval Services Act that severely damaged Liberal popularity in Quebec, was resoundingly defeated. In an opening speech in that campaign, Laurier said, "I was bred in Quebec as a trader to the French and to Ontario as a trader to the English. ... [But] I am a Canadian. Canada has been the salvation of my life." Parts of the same speech could easily have been given by Chrétien, who regards Laurier as his greatest political hero and inspiration. Despite the high regard historians now accord Laurier, when he died he was widely considered a failure. And that is one similarity that Jean Chrétien, heading into what is likely his final political campaign, cannot bear to even contemplate.

At Do you think Prime Minister Jean Chrétien is as big a failure as the previous that we've ever had? Or is he the best of the best? Put your name at the election service of the Maclean's News (www.macleans.com/news).

IN-HOUSE ADVISER

"My wife and I, we are very private people," Jean Chrétien once observed. And privacy can mean privileges—and some problems. Take the occasion, shortly after the 1993 election, when the Chrétien's ordered all the staff out of 24 Sussex Drive so they could have some weekend time alone. On the Sunday morning, Aline Chrétien rose before her husband and went downstairs to collect the newspapers. Once outside, she did not realize the front door was self-locking, until it closed behind her, leaving her stranded. Faced with either waking up her husband by raging the bell or, in her hellmouth, walking up to search for personnel at the front gate, she chose, she later recalled, "to do neither." Instead, she stood patiently on the porch, reading the paper in chilly November weather, until her bewildered husband came looking for her 30 minutes later.

That is one of the rare times that Chrétien has been without the person who has played such a crucial role in shaping his life, his image—and many of his major decisions—since they were married almost 40 years ago. "I would not be here without her," Chrétien said of Aline on election night, 1993, and it is one of his friends' doubts that "She is the person he listens to more than anyone," says longtime adviser Eddie Goldenberg. Despite Aline Chrétien's deliberately low profile, the Prime Minister acknowledges that he consults her on all important issues. She helped convince him to run against John Turner in 1984, and to leave politics after he lost the leadership race. In the early 1990s, when Chrétien was struggling with a Tele Prompter and scripted speeches, she told him to drop them. When Chrétien boarded in the House of Commons about his high popularity ratings in early 1994, he went home, he confessed later, and "recited absolutely he'll" from Aline.

Chrétien's friends acknowledge that she has helped shape his now-sophisticated tastes in art and classical music. (Their collection includes paintings by Alex Colville and Henri Matisse.) But her own learning process, while less rapid, has been just as dramatic. When the couple arrived in Ottawa in 1965, their clothes made their small-town roots immediately obvious. She barely spoke English—doing so, she confessed then to one acquaintance, "makes my tongue tied." Today, her sense of style is much refined upon, and she is fluent in English, Spanish and Italian. But true to her fondness for privacy, the Prime Minister's advisers say, Aline Chrétien may occasionally be seen behind her husband's campaign—but it is unlikely to be heard from.

EW-5

They simply taste better wrapped in the London Times.

Five travel and emergency assistance. Eight placement cards and cash advances. Plus a wealth of other financial advantages. MasterCard Gold. The flexibility you need now that your life has taken on a slightly different flavor.



Admit it... you've changed just a little.



McDonough, looking for a breakthrough

COVER BUREAU REPORT: The Atlantic

NOT A SURE THING

In the election campaign at hand, it is voters like Bill Macdonald who will keep politicians awake at night. Macdonald, who has settled in as a barber in the northern Nova Scotia community of New Glasgow for the past 32 years, says that, at various times, he has voted for the Liberal, Conservative and New Democratic parties. This time around, he insists he won't know who he will vote for—or if he will vote at all—until election day. Macdonald is frustrated that his standard of living has been going down for at least the past decade due to higher taxes and a stagnant economy. Life is also gradually disenchanted with politicians. "I find it hard to be loyal any of them," he says during a lengthy talk between customers at his downtown shop. "We've been led to too much." Macdonald's daughter, Denise, who is supporting under him, shares his pained view. "They're all the same," she says as she sits in a vacant barber's chair. "They say what they are going to do and then they don't do any of it."

While the south coasts like the Macdonalds are a mix of all parties, it is government members who are in the first line of fire. This is particularly true in Atlantic Canada, where the Liberals won 31 of 32 seats in the 1993 federal election and so presumably have nowhere to go but down. Other factors, too, are adding to the volatility of the race. The Conservatives—who saw their popular vote collapse everywhere except Atlantic Canada in 1995—show signs of breaking on that base. And under the leadership of Halifax's Jesse McDonough, the federal NDP promises to be a real player in parts of the region for the first time. Even the Reform party—still viewed by many Atlantic Canadians as a curiosity from the Far West—in a demonstra-

The Liberals are strong but not invincible



ting surprising strength as a few rural outposts where the populist stands on gun control, crime and tax cuts strike a responsive chord.

For all that, few political observers believe—at this point, at least—that the Liberals are as invincible as they seem. In an Angus Reid Group/Southern News poll conducted last week, the Liberals still enjoyed the support of 42 per cent of decided voters in Atlantic Canada, compared with 26 per cent for the Conservatives, 25 per cent for the NDP and nine per cent for Reform. The big surprise in those numbers, says Angus Reid vice-president, Bob Richardson, is that the NDP showed up—the party won only five per cent of the regional popular vote in 1993. "We'd probably see a much higher NDP vote than usual," he says. "The question is whose hole does that come out of?" Apart from McDonough, who may well win a seat in the highly contested riding of Halifax, Richardson suspects that the NDP will mostly play a spoiler role, especially in Nova Scotia. Breaking off enough Liberal votes to help some Tory candidates seems to victory.

In fact, of the four Atlantic provinces, Nova Scotia is the one where the Liberals could be in for the roughest ride. Conservative roads are deep in this province, and party strategists are focusing on winning back a half-dozen traditional Tory seats. They are also counting on voters viewing their anger at Premier John Savage's deficit-fighting Liberal government by defeating federal candidates vying for Nova Scotia's 11 seats.

One of the most striking races is in the sprawling northwest of Pictou/Annapolis/Greyborough in northeastern Nova Scotia. The constituency incorporates parts of two old ridings both held by Liberal

Francis LaBrosse in Cape-Breton/Conseil and Rosemond Steele in Central Nova. After LaBrosse defeated Steele—who showed more traditional Liberals with her controversial opposition to rights—a bitterly contested nomination for the new riding on March 22, the tiny MP hinted that she might run as an independent candidate. At Steele's end, Steele had not made her intentions known. But even if Steele happened to sit out the Tories will be quickly wooing her former supporters, arguing that a vote for her candidate, Peter Mackay—whose father, Elmer, represented Central Nova for 30 years—is the best revenge for LaBrosse's nomination victory.

Similar intrigues are afoot in New Brunswick, where the Liberals control nine of the province's 10 seats and are expected to retain the lion's share. Take the case of Tobique/Mactaquac, and after spreading news among that follows the tide of the Saint John River for more than 200 km, from Grand Falls in the north to the unincorporated Fredericton in the south. The riding crosses all the fault lines of New Brunswick politics—rural versus urban, north versus south, English versus French. The northern tip of Tobique/Mactaquac extends into heavily Francophone Matapédia County, giving

the riding a 39-per-cent francophone majority. The gentle rolling farm country of Grand Falls is predominantly English-speaking—and an area where the anti-francophone Confederation of Regions Party once found a base.

Both the Liberals and the Conservatives have nominated francophone candidates from the northern part of the riding—more that may say gives the Reform party a real shot at electing its first Maritime MP Reform, which will be represented by one of two francophone candidates chosen at a May 8 nomination meeting, a being carried out in publicly play the language card. But the linguistic issue it hopes to capitalize on, are never very far from the water's edge. "People seem to swing much, but they are quickly moving party disloyalty," says New Democratic, N.E. potter Jeanne Reva. It seems the choice between the Liberal and the Tory candidates. "They just don't

■ **RAY Macdonald with daughter Denise: 'we've been led to'**



see any difference between the two old left parties anymore." The Liberals remain a potent force in all seven Newfoundland ridings, where their conservative Reform Tories are expected to make a race of it in at least two instances—St. John's West and St. John's East—where high-profile former provincial cabinet ministers Charlie Power and Norm Doyle are the standard-bearers. And according to Steve Tarnish, a political scientist at Memorial University in St. John's, the Liberals could have some other rare surprises in store for them. "There are a lot of frustrated voters," he says. "They're not excited by any of the parties."

There are also rambles of discontent in Prince Edward Island, where Tarnish is still swearing the trouncing they delivered to the province's former Liberal government last November. The Tories are expected to make a strong showing in at least two of the province's four federal seats, including the eastern riding of Cardigan. Liberal incumbent Lawrence MacAulay—a three-year veteran of the House of Commons, whose bluff charm goes over well in island tourism no-nonsense—a solid challenger from Tory candidate Dan Hughes. MacAulay's Achilles heel is that he, like every other Atlantic Liberal MP, ended in favor of a bill that benefits by \$1.7 billion last year. "Lawrence was mobile that's for sure," says Dennis Deven, a seasonal fishery worker who helped lead a series of successful protests against the employment insurance bill. "To survive with El now you've got to have two jobs and you're damned lucky if you can find one job by ten."

In a region where unemployment levels remain chronically high, the El cuts and what many see as unaffordable Liberal proposals to create jobs are topfired election issues. Other key concerns include high taxes, the languishing fisheries and growing fears about the fate of Canada's health care and education systems. But the over-riding concern—at least in the view of the opposition parties—is a regional "people's revolt" against the Tories. "We're not happy with the Liberals' record as heavily indebted and heavily borrowed by the Liberals' instead of their commitments." Not to outdo, Conservative Leader Jean Charest dismisses the Liberal 20th anniversary Atlantic caucus as "a chair that does not ring, that hypocritical hypocrisy."

As the head of that choir, Bonnie Hickley begs to differ. The St. John's East MP who serves as chairwoman of the Atlantic caucus, points out that pressure from the region's NDP helped soften the El bill's effect on seasonal and part-time workers. Still, she says, the Liberals can't go on proudly on their record of tackling the deficit and proving the way for the day when transfer payments to needy provinces are over again on the rise. "I think we've hit the bottom, finally," she says, "and now we're going to come up."

Perhaps, but in the days leading up to the election call, the region's Liberals would be sure that they were not about improving their chances with some last-minute, last-minute shows. MP Paul R. Williams, who is the only of Family unity to support \$15 billion towards housing and infrastructure projects. Halifax's Mary Clancy, a sight man with Mc Dougough, handed over another \$4.4 million in job-training grants, and Defence Minister Doug Young—long considered a local hawk—upped in his north-west New Brunswick riding of Aroostook/Bathurst to announce a \$2-billion expansion of an Atlantic tourism attraction. Whether voters are suitably grateful—or simply appalled by what appeared to be any as blatant party hand-outs—may help determine if the Liberal hegemony in the East is to continue, or crumble.

BRIAN BERGMAN is New Glasgow with (506) 893-3436/506 in Fredericton and (506) 893-3436 in Charlottetown.



Manning addressing the racism issue: a rebuke

COVER

THE GAMES BEGIN

BY GEOFFREY STEVENS

As the election campaign opened, the leaders of four of the five principal parties—all except the Bloc Québécois—were poised to sweep into Ontario this week, to join the frantic scramble for more than one-third of the seats in the House of Commons. Politicians, pundits and pollsters agreed on two things: The battle for Ontario will determine whether Prime Minister Jean Charest returns with a second majority Liberal government. And if either Reform or, conversely, the Conservatives are to supplant the Bloc as the official opposition in Parliament, they will have to make real inroads in Ontario's 103 ridings.

Ontario appeared to be the only region in which the Liberals, Tories, Reformers and New Democrats would all be competitive. Even opposition politicians agreed that the Liberals, who in 1993 won 58 of the province's then 98 seats with 53 per cent of the popular vote, were well ahead in the campaign began. Reform's hopes of adding to the one Ontario seat it captured in the last election faded as opponents of racism which have surely damaged the party's credibility in the post-9/11 world. Purely, George Ragan, the party's top omni-racer in British Columbia, resigned after his accused 50th constituency leaders of engineering the takeover of several parties' nominating processes. Three days later, Reform Leader Preston Manning was swept up in the racism controversy.

The latest incident was touched off by Joyce Linn, a Singaporean who was in the Reform clubhouse in the suburban Toronto riding of Mississauga Centre. Linn was quoted in the *Toronto Star* as saying she did not "have a problem" with the views of Bob Ragan, the B.C.



Ontario is the make-or-break playing field

National this week will show a significant gain in popular support for the Conservatives in Quebec at the expense of the Bloc Québécois, with Liberal support largely unchanged. According to the poll, Tory Leader Jean Charest is increasingly well regarded in his home province while the Bloc's new leader, Gilles Duceppe, is far less popular than his predecessor Lucien Bouchard—suggesting that the Bloc could lose some of its 30 Quebec seats unless Bouchard, now Quebec's premier, takes a lead role in the federal campaign, as he did in the 1989 Quebec referendum.

Alberta could also produce some surprises. The CBC poll has the Conservatives regaining support in that province, too—this time at the expense of Reform—raising the prospect of a number of close, three-way Reform-Tory-Liberal races in Alberta.

All major polls, however, were showing the Liberals with a nose-win lead nationally as the campaign began. For example, an Angus Reid poll, published late last week, put the Liberals at 42 per cent to 38 for the Tories, 16 for Reform, 21 for the Bloc and 11 for the NDP. If nothing changes, the Liberals could expect to win a majority in large or possibly larger than in 1993 when they took 177 seats with 41 per cent of the popular vote. But elections are seldom static. A party that enters the race with a commanding lead usually slips back as its opponents gain exposure and attract wavering voters. The leaders' television debate, scheduled for May 22 and 23, could shift the course of the race in an unpredictable direction. The question, however, remains: how much ground can the opposition leaders and their candidates make up in just 30 days, Canada's shortest ever federal election campaign?

MP who caused an uproar last year when he said that as a black woman he would fit in or stand in the back of the train any black or any employee whose presence offended his customers. Manning, however, had a problem with Ragan—he suspended him from the Reform caucus—and he was visibly upset when reporters confronted him with Linn's comments. Reform, he insisted, opposes discrimination and is committed to the equality of all Canadians—"We've made this clear time and time again." He snapped off reporters and pushed past them, saying, "If you want to interview, switch buses; you can do that, but we have no election to fight."

Reform's woes are not good news to many Liberal candidates in Ontario who are counting on their Reform opponents to run strongly enough to split the right-of-center vote and prevent a re-emergence of the Tories. Liberals believe that anything that helps Reform, within reason, helps them, while anything that hurts Reform's chances helps the other opposition parties, at least in Ontario.

Although there are race areas to be won or lost in Ontario, other regions may produce more dramatic voting shifts. A poll being broadcast by the CBC's *The*



EXPORT 'A'
Go your own way.

**Mountain Bike World Cup
Mont-Sainte-Anne, Québec**

June 27-30, 1997

DIVIDED AND DISTRAUSTFUL

Many voters are deeply frustrated by politicians



If the Liberals assume they are about to encounter a docile electorate, they should think again. During the campaign, Mulroney will sample the views of special panels of undecided voters in five ridings across the country—and if last week's initial results are any indication, many are deeply dissatisfied with the government and, in fact, with all parties. The debate is heated along regional lines. As Quebecers continue to worry about unemployment and, to a lesser degree, the only issue, Ontarians seem more preoccupied by the question of political competence, while the federal deficit still looms large in the West.

Has newly unveiled the campaign's program, Mulroney will draw on the opinions of at least 10,000 voters in each of the five ridings. A political scientist or other expert commentator will oversee the project in each riding and provide informed analysis as the election unfolds.

MALIFAX The traditional between-riding pits Liberal MP Mary Clancy against NDP leader Alexa McDonough. But Terry Trivette, a former provincial cabinet minister, and Refresher Stephen Goss, a former aide to Preston Manning, add to the political heat. Refresher **Dana Sloan**, 39, who works in computer-aided design, acknowledges that she has not been overly happy with Clancy's performance. But, she adds, "nobody's offered anything better—I want to hear what the platform are before I decide." According to commentator Steven Kinkler, dean of journalism at King's College, that sense of frustration is widespread. "There is a feeling that you vote for someone on the lines of what they say, and what you get is quite different," he notes. "People's concerns are enormous."

BROSSARD/LAPRAIRIE The rapidly growing, mainly francophone suburban riding on Quebec's South Shore traditionally voted Liberal but elected Conservatives during both of Brian Mulroney's governments. In 1993, it was captured by the Bloc with a margin of fewer than 100 votes. Voters must decide between Bloc, incumbent Francophone Bloc, a communications consultant, Liberal Jacques Souda, a business consultant, and the Tories' Karl Naps, a university lecturer. One word of approval, name **Louise Harmon**, says she supported the Bloc in 1993 but is now considering the Tories—largely because of Jean Charest's ideas for creating jobs and lowering taxes. "Christian comes from Quebec, but I feel that he is betrayed us," says Harmon, 46. "He hasn't done much." Commentator **Ron Lebel**, a longtime national affairs journalist, says such views are common in Quebec. "The economy is an bad mess," he adds. "And Charest is not as popular with francophones. They think he is always picking fights with Quebec and that he is too rigid."

ST. PAUL'S This central Toronto riding is solidly middle class—and a traditional swing riding. With the Liberal incumbent not seeking re-election, new candidate Carolyn Bennett, a doctor, is expected to face strong opposition from Conservative Peter Adams, son of Senator Norman Adams. But panel member Marc Stuercke, 34, an economic policy analyst, says none of the parties offers what he is



looking for—vision. "We have to make key investments in the future—I don't see any of the parties doing this," he says. Commentator **Robert Botwin**, professor of history at the University of Toronto, believes many people in the riding share similar concerns about the competence of politicians. "There doesn't seem to be one strong issue," he says. "People are concerned about performance; they are not so confident of Charest as they were a year ago."

CALGARY WEST This affluent urban riding typically voted Tory until 1993 when a elected Reform's Stephen Harper. It has been vacant since Harper left politics last spring; this year's contest is between rookie Reformers Robert Anders, Tory Sergei Soudfield, from a prominent local business family, and Liberal David Stronach, a municipal politician. "For me, the big issues are taxes and the deficit," says panelist **Barbara Cooper**, a laboratory technician in her 40s. "I vote mostly according to person." And that, says commentator **Keith Archer**, professor of political science at the University of Calgary, mirrors the views of others in the riding. "I see this as a contest between personalities," he notes. "Reform has not lost a fair bit of its shine in the West—it is a right there-any more."

PORT MOODY/COQUITLAM The mostly suburban riding on the outskirts of Vancouver has traditionally been NDP territory. But Refresher Sharon Hayes narrowly won it in 1993. This year, she will face New Democrat Jay Langlois, a former MP, and Liberal Kenneth Peck. Panelist **Lawrence Watson**, 48, a technician for BC Tel, says all levels of government are inefficient. "Canada's overtaxed, yet the deficit is not significantly reduced," he notes. "The massive tax dollars is a major problem—government needs to be run better." Commentator **John Richards**, professor of business at Simon Fraser University, says many voters are distracted from the electoral process. "People do not seem to be engaged at this point," he adds. "There is no overriding issue, and a sense that the result is foregone. But support for the Liberals is shallow." □

You've
planned.
You've
saved.
Soon, it will
be time to
reap the rewards
of retirement.



Even though it wasn't always easy deciding how much and when to contribute to your RSP, soon the tables will turn and it will be time to decide when and how much income to withdraw.

Changes in the 1996 Federal Budget lowered the mandatory age of RSP conversion from 71 to 69 for the year 1997 and beyond.

Which means that if you turn 69, 70 or 71 years of age by year end, you'll need to make another important decision before December 31, 1997: choosing the retirement income option that makes sense for you.

Canada Trust offers a range of retirement income options, including Retirement Income Funds (RIFs), the retirement income option of choice for most Canadians.

The benefits of a Canada Trust RIF or SelfDirect RIFSM include:

- tax-sheltered status, investment options, flexibility and control over the amount and timing of your income withdrawals—even lump-sum withdrawals can be arranged to provide cash for an emergency or special event.
- the ability to consolidate all of your RSP(s) into a Canada Trust RIF for added simplicity and control.

To meet with a Retirement Income Consultant contact your nearest Canada Trust branch. Or for more information, call 1-800-831-1171.

The earlier we meet, the more time you'll have to explore your options—and gain the best balance between income, growth and security.

You do the Living. We'll do the Math.

Canada Trust

* In the provinces of Ontario, Alberta and British Columbia, the service is provided by CT Securities International Inc., a member of the Canadian Investor Protection Fund and a related company of Canada Trust.

**GOOD NEWS FOR
OSTEOARTHRITIS SUFFERERS!**
Lubricating painful knee joints
is now a natural reality.



Only you know the pain and frustration osteoarthritis of the knees can cause. Chances are you and your doctor have tried any number of treatments. But still the pain, stiffness and discomfort. That's why you should know about a new safe and exciting alternative therapy called Synvisc. It may well provide the relief you've long been seeking for.

Synvisc protects the knee joints, while relieving pain and restoring mobility. You reduced stiffness and ease of movement that result allow you to get on with your life. And, best of all, Synvisc delivers up to 6 months of relief of pain. Indeed, just one course of Synvisc treatment, injected by your physician, delivers up to 6 months of relief.

What's more, Synvisc is a natural product, made from a substance that already exists in the knee joint. So you'll experience none of the distressing side effects common to nonsteroidal anti-inflammatory drugs (NSAIDs) and analgesics. In fact, Synvisc may reduce or even eliminate altogether your need for these medications.

Call for your free information kit, today. Then discuss it with your doctor to determine whether Synvisc treatment is right for you.

Call for your free Synvisc information kit: 1 800 796-7991

Synvisc
(hyaluronate sodium)

Natural relief
for osteoarthritic pain.

PHONE CONSULT SERVICE
1-800-796-7991
For more information, call 1-800-796-7991
or visit our website at www.synvisc.com

ELI LILLY
A Division of Eli Lilly and Company
Eli Lilly and Company
Greenfield, IN 46030-1328
© 1997 Eli Lilly and Company

COVER

HITTING THE RIGHT TARGET

Meet Brad Ferguson, GenXer, computer geek—and the new wave of Canadian political warrior. At 27, the Reform Party's director of technical operations has taken a pass on stapling, laser signs, hand-cut news releases or doing a campaign bus. His battle field is cyberspace, where he is competing to make Prime Manning and company the party of choice. The Ferguson-designed Reform Internet Web site has won industry awards for innovation. On a recent day, it attracted 5,354 visitors—its busiest day ever—who were curious about Reform's election platform. In the weeks ahead, Net users will even be able to chat on-line with Manning himself. The campaign bus and the stamping quadcopter are not antiquated yet. The Internet is planning extensive touring and, in some key areas, the making of rain outside the polling booth will be out at the door of the new millennium, running as a election campaign in Canada owes as much to high-tech as to low cunning. Now, there is an inextinguishable flood of electronic information, armies of formidable politicians anxious to record every voter reaction to the swirl of rhetoric. In a few brief years, the science of campaigning has undergone a startling transformation.

But even with the army of new weapons at their disposal, in a short campaign a party has to start fast and hit the right target. The governing Liberals want to win back their traditional supporters—women, low-income workers, immigrants, youth and



A campaign owes as much to high-tech as to low cunning

decide where the leader goes and much of what the leader says—and conduct campaign events at the event of a pulse. And they make up their minds on how to capitalize on the other side's mistakes. For the parties, the 18 as campaign opens on May 18 when they are allowed to launch their first television campaign. What about the message? Each camp has promised an issues-oriented campaign. But everyone admits that it could get down and dirty. Cash strapped as they are, political campaigns have to be pragmatic in 1997. That last alone guarantees that the leaders' campaigns will have a different rhythm this time around. They leader Jean Charest's jet is likely to make few stops in British Columbia, where Conservative prospects are slim. The same is true for Alexa McDonough in right-wing Alberta and Manning in Quebec, while Bloc Quebecois leader Gilles Duceppe will not venture outside his home province. The frenzy of the man means that parties have to focus on winnable seats, even if that means they are running national campaigns. Research and technology are wonderful tools. But politics in Canada, at its most fundamental level, is still about a man or woman trying to connect with flesh-and-blood voters.

New! Before, have campaign pitches been so precisely tailored to the electorate's wishes. The sum of polling data has already gone into long-term election platforms. But that was just address rehearsal for the main event. Computerized means that a platoon of employees working the phone even take an extensive sample of 1,000 Canadians in a single evening, then give the information to polling professionals to digest and analyze by morning. Naturally, each party conducts "rolling polling"—in essence, a constant checking of the public pulse, which is always dropping older data and adding new information to determine how voter attitudes are evolving. Spot polling is also routinely conducted in special swing



Reform's Ferguson: transforming the science of campaigning

elections, which tend to mirror the overall ebb and flow of the campaign. Focus groups—voters who agree to be interviewed at length, often while candidates watch from behind one-way mirrors—serve the same purpose. No party is more dependent on this approach than Reform, which will run all seasons to determine how to message and those of other parties are playing with voters. Whatever the method, though, the science of the campaign means there is no room for error. "You cannot afford to get it bad," observes Michael Morrell, the campaign working Liberal pollster. "You have to be dead on."

Now the parties use their new-found knowledge in up to the handful of trained operators in the war room—the brains of any modern campaign. They shape daily strategy. They watch the press and the other parties. They

decide where the leader goes and much of what the leader says—and conduct campaign events at the event of a pulse. And they make up their minds on how to capitalize on the other side's mistakes. For the parties, the 18 as campaign opens on May 18 when they are allowed to launch their first television campaign. What about the message? Each camp has promised an issues-oriented campaign. But everyone admits that it could get down and dirty. Cash strapped as they are, political campaigns have to be pragmatic in 1997. That last alone guarantees that the leaders' campaigns will have a different rhythm this time around. They leader Jean Charest's jet is likely to make few stops in British Columbia, where Conservative prospects are slim. The same is true for Alexa McDonough in right-wing Alberta and Manning in Quebec, while Bloc Quebecois leader Gilles Duceppe will not venture outside his home province. The frenzy of the man means that parties have to focus on winnable seats, even if that means they are running national campaigns. Research and technology are wonderful tools. But politics in Canada, at its most fundamental level, is still about a man or woman trying to connect with flesh-and-blood voters.

JOHN McDONNELL in Ottawa



Microsoft Office 97/now/

you can **create instant hyperlinks**
to exotic, far-flung places, like the other side of the office.

Once upon a time on the Web, you could follow any research lead or nutty hobby to the four corners of the planet, link by link by link. And yet you couldn't link your own sales report to a spreadsheet. This state of affairs prompted us to build lots of Web capabilities into [Microsoft Office 97](#). Now it's ridiculously easy to [insert a hyperlink](#)—just highlight your future link, click on the hyperlink button, browse to your link destination, and bingo. You've changed a passing reference into an actual link. Since you can publish fully functional Office work on your intranet, you and your colleagues can link to stuff that's actually useful—a spreadsheet that can be updated by a bunch of you simultaneously, for instance. You can also [publish Office files as HTML](#), the lingua franca of the Web. Hey, you may even want to send a few of them on a nice long trip. To explore the possibilities further, check out—need we say it?—our Web site.

'THE FLOOD OF THE CENTURY'

Manitobans flee the surging waters of the angry Red River

BY JAKE MACDONALD

At midday of the klaxon yelping of migrating geese, the first light of April 23 brought the ominous thumping of helicopters to the skies over Morris. At mid-morning, a caravan of armored personnel carriers rumbled into the empty schoolyard of the small Manitoba town, 40 km north of the U.S. border. Fifty soldiers climbed out and began unloading their equipment. For the indefinite future, the school will be their new command post and headquarters. The enemy, just beyond a four-metre-high dike of bulldozed earth surrounding the neat, modern neigh-

borhood, is a sea of floodwater extending all the way to the southern horizon. At 5 a.m., school principal Ross Munson awoke to an eerie silence wafting up and down the flood River valley after provincial officials declared a state of emergency and ordered the valley's 17,000 residents to leave their homes. "We knew this was coming, so yesterday the kids helped the teachers and we moved a lot of stuff up to the mezzanine floor," Munson said as he packed up computers in the deserted school. "The kids have really been great. A lot of them have sore muscles from sandbagging,

but this is their school, and they don't want to lose it."

Loss was on the minds of many Manitobans last week as the angry Red continued to rise. With the floodwaters already covering an area of 2,000 square km—about one-third the size of Prince Edward Island—authorities also ordered the evacuation of some homes in the provincial capital of Winnipeg, another 55 km north of Morris. One home in the south end of the city was flooded because of an inadequate dike—a crew, authorities said, of "too little, too late on the part of the homeowners." The warning was not lost on others who,

Some fear a water war: provincial officials declared a state of emergency as neighbors worked together to shore up defenses



BY THE PRESS

Mike's Picks

DA. BELLEVILLE COPYRAID. Perseus and CIO. Cool Corporation

COREL DRAW 7

The Reviews are In!

"CorelDRAW 7 is the most stable and well-developed version of the program yet. Corel has taken the strengths elements from previous versions—CorelDRAW, Corel PHOTO-PAINT, and CorelDRAW 3D—and made them easier to use, more reliable, and more useful as a suite."

PC Graphics & Media, December 1996

"At this point, as other graphics programs offer the breadth of features or comprehensive automatic file capabilities as found in CorelDraw 7 Graphics Suite."

PC Magazine, February 18, 1997

COREL DRAW 7

Productivity. Power. and Possibility.

STAPLES

Computer DEPOT

COREL

EN GRÉS

CANADA



Packing up a store's inventory in Morris, you're not going to believe what's coming

space to send his next and dairy products back to the suppliers. "We've put a lot of both in our town bins," he said. "But we keep getting the same message from people coming up here from the United States. 'You're not going to believe what's coming.'"

At an impromptu presser set up by the dis- tinguished natural resources on the edge of town, post-ice-creamers, jet skis, and helicopters stood by for possible emergency calls. Nearby, an elite helicopter crew from Pass Falls, 300 km southeast of Winnipeg, more accustomed to fighting forest fires than floods, looked over the reliable Zook boats that had been delivered by the coast guard. In the crowded hallways of the municipal offices down the street, soldiers, RCMP officers, Natural Resources officials and town residents milled about, conducting heavy discussions and telephone conversations in the strange, deliberately formal manner of people stretched to the limit. "No body has slept much," and local farmer Denis Rempel. "Everybody is racing against the arrival of the water."

Southern Manitobans is known for its "Red River gumbo"—rich black soil that produces some of the best crops in the world. But the same river that deposited the soft soil was striking at those who lived. "A lot of machinery is stuck into the ground and still covered with snow," said Rempel. "You can't tow the equipment out or you'll tear it apart. So it'll be flooded, and after it's over a lot of farmers will have a hard time getting their seedling done. This is going to put a dent in Canada's grain production this year." For some farmers, a price is already being exacted. "A low kilometres outside Morris, Henry Strimling sent his 10,000 laying chickens to the slaughterhouse before their acci-

dent there to the flood—losing about \$20,000. And in North Dakota, an estimated 100,000 livestock drowned, and are presumably floating downstream into Canada."

In the open field to the north of Morris that were not yet flooded, large herds of white-headed deer gathered in broad daylight, displaced by the overflowing Red. And on Harvey and Edna Dreyer's farm, just up the road from the Strimling place, a pair of exuberant kittens wrestled in the grass, unaware of the silent water creeping up through the woods. Like most of the farms in the Morris district, the Dreyers farm is a fenced-in operation, as lay well surrounded by modern buildings and well-tended gardens. Low among at the area's exuberant self-sufficient farmers, the Dreyers have no intention of leaving. "In my opinion, there's," said Edna, aged 64. "The men are working hard and they need someone to take care of them. I'll cook and take phone messages and help with the housekeeping."

Harvey Dreyer has worked the land since 1934. For 27 years, Edna has been a kindergarten teacher at the Morris school. Last week, she made a last-minute trip to the building to remove a few "poisonous things." Inside, the empty, empty hallways echoed with the brisk click of her heels. "They say that if the tide takes the water will come up to the ceiling," she said with a catch in her voice. "It's just so hard to believe." Gathering some potted flowers in her arms, she took one last look around her kindergarten room—the inverted chairs, the faint paintings on the walls—then headed for the exit. Capt. Patrick Rutschbach of the Royal Canadian Mounted Police held the door for her. "It's the changing of the guard," she told him. "Take good care of our school."

Canada NOTES

MEGA-LAW

Ontario MPPs voted 72 to 42 in favor of a bill that will merge Toronto and five neighboring municipalities into one city of 2.3-million people. The merger, to be held after next January, will give the city a new mayor and 25 councillors. The city will be governed by a 57-member council. The merger will take effect next January. Opposition members had stalled the bill by tabling 12,500 amendments that tied up the legislature for 10 days.

PROTECTING CULTURE

A Senate communications subcommittee report said that Canada's foreign trading partners will increasingly attack its policies on culture and broadcasting as protectionist. "If Canada wishes to increase its exports of services and products in the communications sector, it will have to open its domestic market to foreign services and products," the report says. "It is the basic trade-off accepted as necessary. Canada must review its existing policies and regulations."

BACK ON THE AIR

After five weeks of silence, CTV, Alberta's oldest public broadcaster, returned to the airwaves. Volunteers will run the station for its first month. At 10,000, an interim board of directors is to decide how many staff CTV can afford to hire. The previous board laid off about 30 staff and closed the news-broadcast station.

HOSPITAL CUTS

Montreal's regional health board said the city's 66 hospitals and clinics will be asked to save \$162 million from their \$3.1-billion budget in the coming year. These cuts are an increase of \$63 million in government cuts over the last five years. As of July, 3,000 health-care workers out of some 60,000 will be asked to take early retirement; about 4,000 have already done so over the past two years. The health board said it had to make the cuts after it accepted Quebec's 1997-1998 budget cuts.

CHILDREN'S AID

Senkankewen's NDP government introduced legislation designed to increase benefits for nearly 9,000 children in low-income families. The province expects to triple the number of children covered and plans to spend an extra \$2 million, beyond the program's budget of \$9 million,



The Kirek family is said to have family violence and murder victims

A series of cruel deaths

In Wilkesville, Ont., hundreds of mourners paid their last respects to Helen Kirek, 36, and her four children: Lashak, 15, Christopher, 14, Sery, 12 and Nancy, 11. Police say all four were pushed down by Kirek's estranged husband, Ludvik, 36, 37, on April 23. The couple had been married for 16 years and had recently separated. Ludvik, killed his family with

knife. Then, the next day on Route 94, Kirek, 36, shot to death his 66-year-old estranged wife, Margaret, on the front lawn of her home. He then went to a nearby residence and killed neighbor Grant Munro, 65, before shooting himself. The relationship between the Woods and Munro was not immediately revealed by police.

Alberta gives some back

Alberta Premier Ralph Klein loaned the public purse savings last week when his Conservative government presented its first budget since being re-elected on March 11. Among the cash outlays was an additional \$20 million for transplant surgery and kidney dialysis—designed to reduce hospital waiting times. "We have been able to proceed with this targeted increase only because we have been fiscally responsible," Health Minister Harvey Johnston said. Overall, total spending on health for 1997-1998 will rise to \$2.6 billion, up 3.9 per cent from last year. Treasurer Stockwell Day announced that the budget forecast is for a \$154-million surplus this year—with no tax increases—on revenues of \$14 billion. The last budget's surplus was \$236 million, and next year the surplus could rise to \$774 million should oil and gas prices perform as expected. The financial good times had MLAs talking about an eventual tax break, or even a cash dividend paid out over the province's accumulated debt of \$5.5 billion has been eliminated by 2005 (Alberta already has the lowest taxes in the country). The province's officials will also get a say in the debate over managing Alberta's renewed prosperity. This week, Klein will kick off a process of public consultation that will culminate in a September summit of business leaders, government officials and others.

Who's developing
new therapies
to make
organ
transplants
more
successful?



new skills

in the science of life



Healthcare



Agriculture



Nutrition

The world's leading Life Sciences company,
formed by the merger of Ciba and Sanofi.



however, shattered Peru's newfound confidence. Now, with his dramatic victory behind him, political analyst says Fujimori will be able to carry out his new agenda: economic and political reforms. "By this one very audacious action," said Max Cossentino, a political scientist and expert on Peru at Carleton University, "he restored his image of strength."

Fujimori's "crisis of embarrassment" began without warning. On Dec. 17, when the Tupac Amaru rebels—named after an 18th-century leader who led an uprising against the Spanish—broke the political embassy residence during a party marking the Japanese emperor's birthday. The rebels blew a hole in the back of the building while white-clad women, who had been pouring champagne, suddenly produced automatic weapons and ordered 450 guests to lay on the floor. The rebels laid captured dozens of important diplomats and businessmen, including ambassador Vincent and his wife Lucie.

Hours later, the guerrillas released about 80 women. The following day, Vincent was freed along with the ambassadors of Greece and Germany with orders from Cerpa to help negotiate the release of 450 imprisoned Tupac fighters. Over the next few weeks, most of the other hostages were let go. Those left behind were mostly Peruvian government and military officials and 30 Japanese nationals. But as Fujimori steadily refused to give up the Tupac prisoners, the mood among the captives grew darker. "The situation got more tense as time went on," Vincent told *Newsweek*. "They never knew when they would be sleep if they would wake up alive. They were reaching the end of their patience."

As Vincent and his fellow ambassadors shuttled in and out of the compound, government intelligence experts secretly launched operation *Clamor de Reyes*—a phrase taken from an ancient Peruvian culture meaning "special energy and force." They deployed a map of high-tech monitoring equipment in homes surrounding the compound. Other tiny listening devices were strapped in to the hostages, one placed in the lining of a religious image a wife sent to her husband, another sewn into a shirt. Peruvian General Gastón Diez, who helped set up Peru's National Intelligence Service in the early 1980s, and the gadgetry was part of \$80 million worth of sophisticated intelligence equipment that the military

bought from the United States shortly after the crisis began.

Sunday, April 30, proved to be a crucial day. Apoll showed that Fujimori's approval rating had fallen sharply, hurt by charges that his intelligence service used torture. He fired his interior minister and swore in a hardline general to replace him. And Vincent reported that Cerpa was now saying he would cut back on the hostages' medical visits—apparently a threat that he well knew, which Fujimori had said would justify using them. Then the day ended. Fujimori had sent 140 crack soldiers into the air-conditioned tunnels that had been dug under the ambassador's residence.

But the technology was essential. Fujimori later said the precise moment of the assault was not determined until the cross-hairing devices alerted the soldiers to exactly where the Tupac rebels and hostages were located in the building. "I was in permanent contact with the intelligence service," said Fujimori. "We knew perfectly the location of terrorists and the majority of the hostages."

On Tuesday afternoon, he gave the signal to set off the explosives and begin the assault. Cerpa, who was injured in the attack, still tried

Snatched from Japanese residence during operation, troops find hostages out high-tech gadgetry

In a hail of bullets and hand grenades, they cut down about 140 guerrillas, including two young females who were perfectly begged for mercy. Some soldiers said another insurgent who was captured was quickly taken away and shot, although Fujimori later denied it. The shocked rebels still managed to kill two soldiers and wound Supreme Court Justice Carlos Gossio, who died later of a heart attack in hospital. But in just 15 minutes, the commandos wiped out all 14 guerrillas and rescued all of the hostages, when they let from the smoldering compound. The soldiers weren't finished. To send a grim message to other would-be terrorists, they bent over each of their dead or wounded opponents and shot them in the forehead. When Fujimori arrived minutes later, he bluntly declared: "The rebels have been annihilated."

Fujimori, wearing a black bulletproof vest over his signature white shirt, stood the shattered compound like a conquering general. In a spectacle televised around the world, he stepped over the rebels' bullet-riddled bodies to shake hands with his victorious troops. As they gathered around him, they punched their fists into the air and broke into a spontaneous version of the national anthem *Los Perus*, and we will be forever.

The tough joy president had good reason to celebrate. He had spent his seven years in office battling terrorists, drug traffickers and an economic collapse with a ferocious resolve, and before the Tupac had appeared to be winning. Hundreds of rebels had been arrested. Foreign investment was increasing. The rebel strike,



Vincent with sweeping Japanese after raid: "they were quite young"

approximately 9:05 p.m., President Alberto Fujimori finally gave the signal that his loyal upholders had been waiting far weeks to enact. The explosives were triggered in a massive explosion that killed some of the rebels and wounded Cerpa, who cried out. "We're screwed, we're screwed," hundreds of soldiers screamed into the building and an interior garden from the blown-out tunnels. Others smashed through the front door and looked in for gas through a side window.

World

Rescue in Lima

A bold assault sends a message to terrorists

Ambassador Vincent, Canada's lately ambassador to Peru, thought rebel leader Nizar Cerpa seemed distracted. Still, he urged Cerpa once again to give up the 72 hostages that his 13 Tupac Amaru fighters had held in the Japanese ambassador's residence in Lima since Dec. 17. As they talked, eight young rebels dressed in the brightly colored T-shirts of their favorite soccer teams began to kick a makeshift ball of tape and cloth around the building's massive tile foyer. With the steps in its fifth month, their game had become a daily ritual to relieve the boredom and grating tension. As they played, other rebels loosed over a second-floor basketball to watch. Unknown to any of them, Peruvian commandos had tunneled under the building and placed powerful plastic explosives directly under the players' feet. As he left, Vincent literally walked over the heads of heavily armed soldiers who were jammed into the tunnels, waiting to attack Cerpa and his followers. "Mostly legs" were the very last words I said to them," the ambassador recalled last week. "They looked quite preoccupied."

Perhaps the rebels sensed the end was coming. Two hours later, at

WORLD

to drag himself to the second floor of the residence where most of the hostages had been held since the rebels first found that tunnels were being built. But before he could reach the captives, troops gunned him down.

One of the hostages, Bolivian ambassador Jorge Garmaza, said they knew an attack was imminent because they had been secretly warning to expect it if they heard the Peruvian army's anthem being played on two consecutive days from government loudspeakers blaring outside the compound. It was played on Monday morning and again on the day of the attack. Shortly before the assault, another warning message was relayed to a Peruvian adviser who had kept a small radio receiver hidden from the rebels throughout his time in captivity.

Soon as Luis Chang Chang, one of two Peruvian congressmen held by the rebels, said most of the hostages were caught off guard. "I was playing a game of chess when the assault began," Chang told *Northern*. "We heard the blast and immediately knew that we had to head towards the door that leads to the garden." As he fled, he wondered if his fellow hostages would make it out alive. "I won the 50th or 60th hostage to be taken out," he said. "I was worried I was that up there could be dying."

Canada's Vincent was also taken by surprise. Arriving at the Canadian embassy, he took an urgent call from his wife. "She was frantic," he said, because she had seen the beginning of the intervention on television and she thought it might still be in the news. Vincent said the lives lost in the attack had to be balanced against Peru's bloody history of violent attacks. "I think the arm-

THE 'JAPANESE TORPEDO'

Alberto Fujimori attracts dramatic labels. After he was first elected Peru's president in 1990, the son of Japanese immigrants became known as the "Japanese torpedo" for his zeal in attacking the country's grave problems. His program to stop runaway inflation by drastically cutting subsidies was dubbed "Fujishock." Easy to tell whether it is inevitably called a presidential "tsunami," or total wipe. And in the wake of his triumph last week in the Túpac Amaru hostage drama, Peru's media makers will no doubt produce a shiny new nickname to replace the word, if necessary, "El Chino" (the Chinese guy). His critics

are already calling him "Rembo."

Fujimori prefers "samurai," but the 58-year-old president once seemed an unlikely warrior. He was born in Lima four years after his parents arrived from Japan. The couple, who operated a fan repair shop, tried to integrate him into their adopted country by raising him as a Roman Catholic. By the mid-1970s, he had settled into a quiet career in academia, becoming rector of the National Agrarian University in Lima. So political analysts were somewhat amazed when the bespectacled mathematician and sometime TV talk show host launched his presidential bid under the banner "Change in

Fujimori after raid: an unlikely warrior



1990"—an alliance of small businessmen, peasants and shantytown dwellers. "My relatives didn't believe in me," Fujimori later recalled. "They thought I was crazy."

But his slogan, "Work, honesty and technology," struck a chord with voters angry over chronic economic problems and a fierce insurgency. Fujimori astonished everyone by beating world-renowned novelist Mario Vargas Llosa in a runoff election. "Peruvians," he declared, "are fed up with being fed up."

Then came the tsunami. After only eight days in office, he launched his assault on inflation. Later, he turned his attention to government corruption and the Marxist guerrillas. Backed by the army, he dissolved Congress in 1992 and freed nearly 100 judges—leaving himself with new decision-making powers. Peruvians called this his "self-coup." With civil rights curtailed, thousands of rebels—and many innocent civilians—

were arrested. But the back of the insurgency seemed broken when Abimael Guzman, leader of the subversive Shining Path, and Túpac Victor Polay were captured.

As stability returned and the economy picked up, Fujimori easily won a second term in 1995, beating former UN secretary general Javier Pérez de Cuellar. But his popularity ebbed as the economy slowed and human rights groups charged him over the treatment of imprisoned rebels. Then came the Túpac raid on the Japanese ambassador's residence in December—a move that lost him Peruvians, however, have long since learned not to count out El Chino. His high-stakes counterattack last week sent his approval ratings soaring again. As he sets his sights on a third term in office, his nickname may become El Apostolado—The Gambler.

TOM FENWELL

ists are looked on by Peruvians as an enemy—a dangerous enemy," he said. Still, the ambassador and the negotiators were satisfied because they had come to know many of the rebels. At a news conference following the battle, his fellow negotiator, Peruvian Archbishop Juan Luis Cipriani, broke into tears over their deaths. "Many of them were quite young," explained Vincent. "Somehow they had gotten involved in this, which turned out to be a hopeless situation."

Most Peruvians, however, expressed little sympathy. After the rescue, Fujimori's approval rating shot up to 67 per cent from 28 per cent. But in Cameron's view, the price will be more power for the armed forces. "The way in which the hostage crisis was

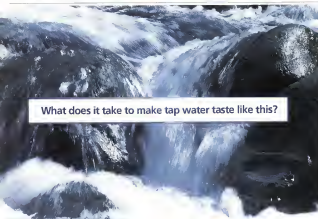
resolved," he said, "could embolden the military and accentuate the more authoritarian features of the Peruvian political system."

The international controversy, however, was quick to back Fujimori. Prime Minister John Major said that while the violence was unfortunate, the government had a "responsibility" to act. Japanese Prime Minister Ryutaro Hashimoto said it was regrettable that Japan, which had earlier called for a peaceful resolution, was not informed in advance. But he added: "How can I criticize Fujimori? He successfully rescued the hostages."

Whether the victory over the rebels has finally put an end to guerrilla attacks in Peru is open to question. A Túpac spokesman

in Hamburg said the group plans to strike back at the government. But terrorism expert John Thompson, director of Toronto's Maclean Centre, said many insurgents now realize that modern technology, such as reconnaissance and thermal imaging equipment, makes it easier for governments to fight back. "Most terrorists have already learned that you just can't take hostages anymore," he said. "It's not a winning proposition." Certainly not in Fujimori's Peru.

TOM FENWELL with LUCYAN CROFTON in Lima and SIMON WYER CND in Toronto



What does it take to make tap water taste like this?

BRITA

Very little.

The ingenious Brita® water filter virtually eliminates lead and chlorine. It dramatically reduces copper, sediment and water hardness. Best of all, it turns tap water into clear, fresh, wonderful water — water the way nature intended. There's nothing like the great taste of Brita water.

BRITA
Water Filter Systems



By Andrew Phillips

The English-only debate

In the extent that Canada emphasizes on the consciousness of Americans—which is not much at all—at least as a pretty nice place. Public folks, prominent social services, good fishing, that's about it. So it's a bit of a shock to find that in some quarters Canada is held out as a warning of the road not to take. The plush Washington offices of U.S. English,

the biggest lobby group dedicated to making English the official language of the United States, is one such place. On one wall hangs a framed copy of a magazine ad showing North America fragmenting, with Quebec breaking off in one direction, Texas in another. "It can't happen here (or can it)?" it reads ominously, with the explanation that official bilingualism in Canada has meant "billions of wasted tax dollars, slower growth and 'a populace bitterly divided on the issue.'" The message is clear: language means trouble.

The United States has many problems, but language, it would seem, is not one of them. Census figures show that 97 percent of Americans over the age of five are fluent in English, and most people would agree that speaking English is one of those things, like a love of cars and an aversion to communism, that makes Americans Americans. But look again. Just below the surface, language is a hot issue. The United States is experiencing its biggest wave of immigration since the turn of the century: 32 million Americans speak a language other than English at home, and surveys show more and more people expecting immigration that they just can't render themselves indifferent when they take a cab or enter a burger. Twenty-three states—from California through much of the West to the Eagle South—have adopted laws declaring English their official language. The House of Representatives passed such a law last August by 258 votes to 180. Speaker Newt Gingrich declared that "without English as a common language, there is no American civilization." The Senate did not vote on the

bill, but it has been reintroduced into the new session of both houses of Congress.

U.S. English has ridden that wave, and helped to create it as well. It is led by a perceptive and energetic architect, 56-year-old Mauro Mujica, who may be the perfect person to sell the message. Mujica came to the United States from Chile as a 23-year-old student. He had to learn English to succeed in America, and as a Hispanic he can hardly be accused of bias against the country's

up members, with a Washington staff of 15 and a budget of \$15 million a year. "I wanted to make it professional, and fight this fact like adults," Mujica says.

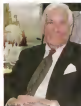
The result is a well-funded campaign that pushes the issue both in Washington and around the country. U.S. English wants to reduce the scope of bilingual education and put the emphasis instead on teaching English to new immigrants. And it warns that new efforts to win statehood for Puerto Rico, where 75 percent of the population speaks only Spanish, could result in the United States acquiring what Mujica calls "our own bilingual Quebec." For the most part, though, official English advocates are sufficiently knowledgeable—and polite—to agree that Canada's language situation is not comparable to that south of the border. Spanish-speakers are not the majority in any state; there is no Hispanic Latino Beachfront pushing separation.

In the past, critics often wrote off the official-English movement as a reactionary throwback, even a cover for naked anti-immigrant views. And it is true that a smaller rival group in U.S. English, called English First, has links to the extreme right. But it is hard to tie U.S. English with that brush: its advisory board includes such luminaries as novelist Saul Bellow and broadcaster Alan Crutcher. The bigger question is what the real impact of official English might be. State laws vary widely, some merely give English symbolic status akin to the state bird or flower, while others demand that one of other languages on such documents as driver's licenses or voting ballots. The federal bill endorsed by U.S. English is relatively mild: it would ban other languages on ballots and in contracting ceremonies, but would make no exceptions for emergency and health services.

What does it all mean? Mujica argues that official English addresses practical problems like mandating bilingual education and costly pairing of government documents in other languages. But it is hard not to conclude that what he's at is something else: a search for shoddiness at a time when society is fragmenting. That is less concrete, but, for many Americans, no less important. □

Just below America's surface, language is a hot issue

Mujica fears of 'our own bilingual Quebec'



If you have arthritis, even the best things in life may hurt.

Like this rose, your arthritis medication is a wonderful thing.

Like the rose's thorn, it may also hurt you.

Arthritis medicines, like ibuprofen and ASA, are called Non-Steroidal Anti-Inflammatory Drugs or NSAIDs. They relieve the pain and inflammation of osteoarthritis and rheumatoid arthritis.

While NSAIDs reduce swelling in your joints, they may also cause ulcers, which may lead to serious complications.

And you may not feel anything in your stomach, because your arthritis medication hides the pain. Cytoprotection can help.

Cytoprotection is another word for stomach protection. Talk to your doctor or pharmacist about cytoprotection, or call 1 800 482-5556 for more information.

It's the thorns you don't see that may hurt you.

SEARLE

Small steps lead to great strides.

CHATELAINE Gardens!

On Sale Now



Now in its third successful year, Chatelaine Gardens! is packed with practical tips and ideas for Canadian gardeners on everything that's new in gardening, from dazzling backyard transformations across the country, to choosing the best flowers for a beautiful and maintenance-free garden, to taking your garden indoors: harvesting vegetables and decorating with flowers.

Best of all, product information, success stories and DIY ideas are all backed up by 100% Canadian sources.

World NOTES

FRANCE TO VOTE EARLY

French President Jacques Chirac called snap parliamentary elections a year early, asking for support for Europe's planned currency union. Political analysts said Chirac, whose own term lasts until 2002, evidently hopes to hold on to a heavily majority before budget cuts and rising unemployment further erode the popularity of Prime Minister Jean Juppé's centre-right government. But many commentators forecast a tight race against the opposition Socialists. First-round voting for the 577 National Assembly seats was set for May 25, with runoffs on June 1.

SINO-RUSSIAN PACT

Russia, China and three other central Asian nations signed a treaty in Moscow to reduce troops along the old Sino-Soviet border. Visiting Chinese President Jiang Zemin and Russia's Boris Yeltsin also outlined a post-Cold War vision of "strategic co-operation" spanning anti-nuclear proliferation, international affairs. Washington welcomed the pact and denied seeking "domination or a bipolar world."

ZAIRE'S MISSING REFUGEES

About 100,000 Rwandan Hutu refugees disappeared from their camps in western Zaire shortly after rebel fighters seized the area from aid agencies for a supposed military operation. UN officials searched by plane for the former residents of camps near rebel-held Kisangani. Aid officials accused the rebels of forcing the refugees into the jungle to die.

MYSTERY PLANE FOUND

Military searches in the Rocky Mountains of Colorado finally found wreckage of a U.S. air force attack jet that disappeared on April 2 during a routine training mission over Arizona. They also found remains thought to be pilot Capt. Craig Dalton. Investigators remained mystified as to why his A-10 jet broke formation.

OLDEST BIRTH MOTHER

A 63-year-old American has emerged as the world's oldest new mother. The unidentified California woman gave birth to a daughter last November by cesarean section, after an artificially inseminated egg was implanted. Doctors said she had observed she was 50 to qualify for an infertility program.

'A second revolution'

Is Timothy McVeigh a "twisted" ideologue who blew up a U.S. federal office building in Oklahoma City and killed 288 people? Or is innocent man wrongly accused of the worst act of domestic terrorism in American history? Two years and five days after a truck loaded with 3,600 kg of explosives destroyed the Alfred P. Murrah Federal Building, a jury of seven men and five women heard opening statements in McVeigh's trial.

Prosecutor Joseph Hartner told them that McVeigh, a 29-year-old former soldier, was a warped patriot trying to instill a "second American revolution." McVeigh, he said, wanted revenge for what he saw as a government slaughter of innocents in the fiery attack on the Branch Davidian compound in Waco, Tex., exactly two years earlier. Hartner said he will prove that McVeigh discussed the Oklahoma bombing with other people, rented the truck and bought the ex-



McVeigh in court; Hartner (left) a twisted ideologue or an innocent man?

plives in order to impose his views in "an act of terror intended to serve selfish political purposes."

McVeigh attorney Stephen Jones responded flatly that "my client is innocent." McVeigh, he said, did not rent the truck and was misidentified by witnesses. Jones said he will show that the prosecution's main witness, Michael Fomer, first said that McVeigh was innocent, but changed his story to avoid prosecution. And he said the FBI misidentified several physical evidence. McVeigh faces charges of conspiracy and eight counts of murder. The trial, held under tight security in Des Moines, is expected to stretch into the summer.

WEAPONS

A global ban on poison gas

The U.S. Senate approved a global convention banning the production, storage and sale of poison gas. The guidelines had been approved by the U.S. Senate after the treaty, signed by

former president George Bush in early 1993. But after President Bill Clinton promised to ratify it if other countries use it to endear the United States or spread poison gas technology. Majority Leader Trent Lott unveiled the treaty and sought along other 100 republicans. The Chemical Weapons Convention has been ratified

by 74 countries, including Canada, and takes effect on April 29. Ratifying nations pledge never "to develop, produce, acquire, stockpile or retain chemical weapons"—and to destroy what they have. U.S. critics argued that it might be too weak and requires too many steps to acquire such technology.

Netanyahu survives

Israeli Prime Minister Benjamin Netanyahu kept his shaky coalition together after prosecutors demanded against changing him in an in-fluence-peddling scandal. But his opponents made sure the issue stayed alive with court challenges and demands for a cabinet shake-up. Bench Attorney General Elyakim Rubinstein said there were "real suspicions" of Netanyahu's involvement in an alleged secret political deal over the appointment in January of an allegedly rich man, Yehoshua Bar-On, as attorney general. Bar-On resigned a day later, but police questioned a three-month

probe after reports surfaced that religious party leader Aryeh Deri, who was on trial for corruption, expected to get a plea bargain or a pardon from Bar-On in return for instant support of the government. The investigators recommended changing Netanyahu with Israel and bench of trust. Attorney General Rubinstein said there was not sufficient evidence, but added that Deri would be charged with extortion and Netanyahu aide Avigdor Lieberman would face further investigation. As Netanyahu claimed witnesses, his coalition allies stepped back from threats to pull out. The prime minister also agreed to set up a committee to examine senior appointments.

GATES CRASHER

SPECIAL REPORT

BY JOHN SCHOFIELD

Michael Cowpland, the Irish, publicly-trading CEO of Ottawa-based Corel Corp., was packing his back. On the very morning last January that Microsoft mogul Bill Gates was unveiling the latest version of his best-selling Office 95 software package in New York City, Cowpland had organized a rival news conference across town to promote his own offering, WordPerfect Suite 7. But from the beginning, things went terribly wrong. Drunken rain delayed the arrival of his executive jet, and en route to the Grand Hyatt hotel for the event, his limo was waylaid by the city's legendary gridlock. He arrived 40 minutes late to find that almost half the invited analysts and reporters had neglected to attend. Just those few brains that Cowpland, there might have been a better nobody steals the show from Bill Gates. The head of Canada's largest software company, however, is nothing if not a fighter.

Since buying WordPerfect last year from Novell Inc. of Provo, Utah, for \$210 million, Cowpland has served notice that he wants to do what no one at the \$145-billion-a-year software industry has ever done—beat Gates out in Microsoft's most lucrative product niche, business software packages. "We're really turning this into a mega-contest," says Cowpland. "When we acquired WordPerfect, people were saying it was bogus. Nobody's saying that any more, because we're fighting back."

Cowpland is poised to throw another punch this month when Corel launches its latest and most sophisticated version of WordPerfect. Over the next 18 months, Cowpland vows, WordPerfect Suite 8 will move more than half the market from Microsoft Office, measured by the number of units shipped to retailers. Further down the road, he hopes to overtake his gregarious rival by leading the way to "works computing," a basic new world, a program name long ago called Java that is designed to run on any kind of computer. Cowpland and his impressive list of allies—including IBM and Netscape Communications Corp., the leading maker of Internet software—believe that Java will be Microsoft's software dominance once and for all.

In any other business, Cowpland would be laughed out of town. But in the computer game, it has often been humbled before by sudden shifts in

technology, witness IBM's sudden fall when mainframe systems gave way to desktop PCs in the late 1980s. Still, Cowpland—at 54, the grand old man of Canadian high technology—on stage down one microphone tonight, still compared to Microsoft, Corel is a bit player. "He's running uphill and I'm a pretty strong hill," says David Wright, a high-tech analyst with Marston Levene Securities Inc. in Toronto.

The numbers tell a startling tale. Microsoft is selling about \$13.5 billion worth of stock and spent more than \$2.5 billion in 1995 alone on research and development. Corel, by Cowpland's own estimate, less than \$20 million in the bank, and spent \$80 million on R and D last year. In the most recent fiscal years, Corel posted revenues of \$450 million, compared with Microsoft's \$11.8 billion. In Microsoft's case, more than half of that amount was generated by office software packages, or "tools."

In Canada, Microsoft Office accounts for 80 per cent of office suite revenues, according to A. C. Nielsen, a market research firm. "Microsoft Office has cemented, and continues to cement, an undisturbed market leadership," boasts Jeff Dussart, general manager of Microsoft Canada in Mississauga, Ont.

Cowpland is not only up against the industry's largest player, but the most aggressive, as well. In its relentless drive to install the Windows operating system in every personal computer on every desk in the world, Microsoft has crushed some competitors and nearly infuriated the rest. Now, Corel is in its sights. Along with its "Get Network" group of local software developers, Microsoft is rumored to have formed a "Get Corel" task force. "The office suite market is probably the most unpredictable market that you'll find anywhere," says Leo Stephens, president of Boston, Va.-based PC Data, a market research firm that trades software sales. "I would have to be competing against Microsoft in that category."

Cowpland, however, is not about to blink. "People think you can't compete with Microsoft successfully, but I think we're showing you can," he says. "We're becoming a major force in the suite of Microsoft, and that's going to eventually pay off big time." Former Ontario premier Bill Davis, a member of Corel's board since it went public in 1989, says it would be a mistake to underestimate Cowpland. "He's quite prepared to compete with any of the major players in the business."

In fact, Cowpland has turned competition into a lifestyle choice. His passion for sports almost made him quit for business. His father, Ronald, now 82 and still living in the village of Beckett in southwestern England where Cowpland grew up, made his career as a policeman, teaching bridge and coaching boxing. His mother, Margaret, who died in 1973, was a successful costume designer. "My father's still active in bridge, golf and soccer, and I'm pleased to say he can still whip me in all three," says the software son.

Cowpland Sr. would have a harder time keeping up with his son's jet-set lifestyle, which at times almost outshines his exploits in business. He divorced his first wife, Doreen, in 1991; has two daughters from that marriage, Paula, 28, and Christine, 25, are studying medicine. A year later, he married Marie Therese, a platinum blonde from northern Quebec who is 15 years his junior. In their 1992 wedding photos, the stretches languorously on the top of Cowpland's white Lamborghini Diablo, and two years ago, they posed romantically for the couple's Christmas cards in a red sequined Santa suit. That same year he helped design the couple's 1,000-square-meter, gleaming, gold-plated glass palace in the city's tiny Rockcliffe district. The

\$14-million house, trimmed with Roman columns and arches, drew thousands of curious onlookers and provoked outrage among the neighborhood's blue-blooded families.

"It was just a big learned trap," says Margie Boston, a Rockcliffe resident and former society columnist for the Ottawa Citizen. The Cowplands' names regularly appear in the pages of French magazines, the Ottawa-based scandal sheet. "They're in close-up as you get to show best news in Ottawa," says Front editor Michael Dale.

Cowpland, whose net worth exceeds \$100 million, says his taste for the finer things is simply a "byproduct" of Corel's success. The sprawling residence—home to Cowpland, his wife, her 12-year-old son,

Rossie, by a previous marriage and four dogs, including Biscuit, Baney, Chisel and Java—is "ready for sports," he says, with two indoor tennis courts and an outdoor tennis court. The underground garage also stores plenty of space for his collection of five sports cars, including two Ferraris and a Jaguar.

At work and at play, Cowpland puts a premium on speed. Barrell chested and beaming, he moves with the confident, ramrod posture of a drill sergeant. Every year, he and his older brother, Geoffrey, who still lives near Beckett, compete in the over-45 doubles category at Wimbledon. "I'm continuously motivated by his energy level," says Paul LaBrosse, an Ottawa lawyer who sits on Corel's board and serves as its legal counsel. "If you watch him, he's constantly in motion. And when he wants, he does it very quickly."

His second victory in 1988, when Corel became one of the first companies to produce software for Microsoft's then-new Windows operating system. On the strength of its low price and employee-friendly features, CorelDraw soon became the number 1 PC graphics program, and exceeded Corel's own acronym for Cowpland Research Labs—in the upper ranks of the North American software industry. Even now, with many more competitors, CorelDraw has about five million users, or 75 per cent of the PC graphics market.

Cowpland was content to ride that wave until two years ago, when Microsoft's catch-22-ballyhooed Windows 95 put off to a slow start and

Canada's software king takes a run at Microsoft



Gates: the software industry's wealthiest and most aggressive player

GUY LAWRENCE

Cowpland and wife Anne at Ottawa's Astoria Gateway last week, a reputation for high living

a version of Draw designed to run on that operating system flourished. The company lost \$1.3 million in the fourth quarter of 1995, and lost money again in the first quarter of 1996. Suddenly, analysts were starting their due diligence. WordPerfect was putting too many eggs in one basket, some said. It was time for the company to get shopping.

Cowland arrived in an WordPerfect. Once the accelerated king of word processing with about 80 per cent of the market, the brand stumbled badly in the late 1980s by taking too long to introduce a Windows-compatible version. It lost more ground to Microsoft when it failed to anticipate the huge demand for office suites, which combine a word processor with an accounting program and other popular software products.

With 25 million users, Cowland says, WordPerfect was just too good to pass up. "It's a huge global brand name, and we thought that was a fantastic opportunity." The price was attractive, too. Cowland would pay \$31 million, almost \$2 billion less than Hewlett had paid over in 1994. But there was work to be done. "Morale there had deteriorated so significantly that people were just punching the clock more to five," recalls Arlen Bartuch, Corel's former executive director of worldwide sales and marketing. "So we went in and did a lot of make-overs. We pulled everybody together and portrayed an internal culture of 'We can do it.'"

Those motivational exercises were just to do next year ago when the company introduced WordPerfect Suite 7. Corel slipped its promotional machine into overdrive, and the results were undeniably impressive. From a average 15 per cent of the retail market—sales to individual computer users—WordPerfect shot up to 31 per cent last summer, prompting Cowland to proclaim victory over Microsoft. The retail market share rose 40 per cent in the last three months of 1995. In January, Cowland hopes to repeat last summer's success in June when WordPerfect Suite 8 hits the stores. Still, the company's performance to date is nothing to be inhaled of, says Stephens. "I don't think anyone ever thought that Corel was going to continue to have a 40 per cent share of the retail market, but they've earned out a share, and it's a good sign."

Corel's wide strategy of cut prices and offer customers more standard features than the competition. Corel will be the basic WordPerfect suite for \$230, compared with Microsoft Office 95's suggested price of \$400. (The recommended "upgrade" prices for users of earlier versions are \$175 and \$204 respectively.) Dissent of Microsoft believes Corel's approach as "more in the box," adding, "It's a strategy of more is better, regardless of whether it's valuable to the user." Cowland, though, is undaunted. "Whatever it is, people like it. We're paying close attention to what consumers want and we're giving it to them."

Unfortunately for Corel, Corel's guerrilla pricing has not met with the same success in the corporate market, which accounts for 38 per cent of all office software sales. Rather than focusing on price or cutting-edge technology, corporate buyers put a premium on standardized

SPECIAL REPORT

software that keeps information flowing smoothly. Using one family of software, for instance, says Victor Iltis, an information systems manager with Vancouver-based MacMillan Bloedel Ltd. Buying from Microsoft also represents long-term stability. "It's like the old expression, 'Nobody ever got fired for choosing IBM,'" says Iltis, whose employer began using Microsoft Office on its more than 2,000 PCs in 1992. "The new expression is, 'Nobody ever got fired for choosing Microsoft.'"

Cowland maintains that WordPerfect's market share is expanding and insists that low prices will eventually win the day. But in his own backyard, he has struggled to win converts. Last June, he complained badly when the department of natural resources passed over the local company and instead agreed to buy \$12 million worth of software from Microsoft. Around the same time, Corel's failed to give software away to municipalities and nonprofit organizations throughout the City of Ottawa, which is the city's largest employer. In the heartland of Canada's high-tech industry and site of the

Corel Centre, home to the Ottawa Senators hockey club—decided to stick with Microsoft, which had matched Cowland's free offer.

Waiting over large companies may prove even harder. "In the corporate market, it's a matter of who's first in," says Iltis. To break Microsoft's stronghold, he adds, "I think there'd have to be some drastic change in the evolution of technology."

As Cowland sees it, Java is that dramatic change. Developed by Canadian James Gosling at Sun Microsystems

Inc. in Mountain View, Calif., Java is a revolutionary programming language that can run on virtually any computer. Because Java is "platform independent," it represents a threat to the two computer giants who rule the PC world, Microsoft and Intel Corp., the largest maker of microprocessors. As Java lives up to its billing, there would no longer be much need for expensive desktop computers with their complex operating systems and stacks of software. Instead, users' desktops would sell cheap, no-drama "nets" with computers that only include the most commonly used programs. When a user needed more specialized software, he would simply download it to a computer, Java up, or "upload" it to the Internet or a local computer network, thereby reducing both the cost and the complexity of computing.

With the introduction of a test version of Office for Java in April, Corel became the first company to offer a complete office software package written in the universal programming language. "Corel is really the leader now in delivering Java-based desktop applications," says Joe Knight, senior



vice account manager for Netscape in Mountain View, Calif. Netscape, IBM and Sun Microsystems are spending millions of dollars to create Java software. "It's a game up mentality," says Stephens of AT&T. But Microsoft's Davidoff dismisses the Java dream as a lot of "hull and hype." It will never replace Windows, he argues. Nevertheless, Microsoft is taking the threat seriously. Together with Intel, Microsoft has developed technical standards that will allow annual releases of new Windows-based network computers. There are also rumors that Microsoft is developing its own office software for Java. "But Microsoft isn't going to want to put a lot into it because it's almost like shooting themselves in the foot," says Cowland. "If you've got a nice cash cow monopoly, you don't want to encourage the competition to run rough."

Analysis such as Marlene Lerner's and David Wright acknowledges Java's potential, but cautions that it could be two years or more before it opens a significant inroad in the corporate market. In the meantime, Cowland has to focus much of his efforts on competing with Microsoft's existing software products. That makes many investors nervous. Corel's stock closed the week at \$7.85 a share, its lowest level since 1993, and a long way from its 1995 high of \$25. For some time, analysts such as Marlene Lerner and David Wright acknowledge Java's potential, but caution that it could be two years or more before it opens a significant inroad in the corporate market. In the meantime, Cowland has to focus much of his efforts on competing with Microsoft's existing software products. That makes many investors nervous. Corel's stock closed the week at \$7.85 a share, its lowest level since 1993, and a long way from its 1995 high of \$25. For some

A Cowland wedding photo (above); the 1995 Christmas card (left)



time, the duo scored big by buying the low end of the market for private telephone exchanges—lines which control phone lines within companies. Driven by Cowland's engineering genius and Matthews's marketing flair, the company mushroomed to 3,000 employees and \$200 million in sales by 1992.

It was during Milt's heyday that Cowland first earned a reputation for high living. In 1984, he bought a sprawling home outside Ottawa from developer Robert Campeau

and hired Montreal architect David Simmonds to turn it into a grandiose pleasure palace in which Cowland entertained Milt's clients. The 3,000-square-metre mansion was fitted with 36-karat gold bathroom drains, a \$300,000 solitaire and a \$25,000 diamond Rolex featuring a banking Milt logo.

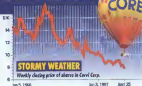
Cowland's party did not last long. With the breakup in 1992 of U.S. phone giant AT&T, Milt's largest customer, sales plummeted by 25 per cent. Then there was the fiasco surrounding the SX-2000, a technologically advanced phone switch that was intended to snatch some of the market from communications juggernauts such as AT&T, Worldcom and Northern Telecom. Developed in tandem with IBM, the SX-2000 was delayed by a year when IBM pulled out. Later, sales lagged down and technical problems. The company raised up millions of dollars of debt, and Cowland resigned in 1994.

Anthony Cellino, a corporate banker around expert who took the helm at Milt in 1985, says the company's misadventures were partly caused by Cowland's and Matthews's inexperience. "The company started growing so fast, and they didn't have the management capacity at the time to control it. I used to play tennis with [Cowland] quite often. He once told me he had learned a lot of lessons at Milt." Cowland dismisses any suggestion that he mismanaged Milt. "I think the success speaks for itself," he says. "It's still one of the largest firms of its kind in the world. Every company has a little hiccup now and then."

This time out, Cowland has been careful not to overextend himself. He recently announced plans to split off Corel's videoconferencing and network computer operations into subsidiary Computer Core. And last month, he sold Corel's line of educational and entertainment CD-ROMs to I.B. Williams & Associates Inc. of Toronto for \$3 million and a 25-per-cent stake in the company. The

COREL CORP.

FOUNDED	1985
NO. OF EMPLOYEES	1,400
SALID	
1994	\$231 million
1995	\$345 million
1996	\$451 million
NET INCOME (LOSS)	
1994	\$43.9 million
1995	\$19.6 million
1996	(\$3.7 million)



THE COREL COLLECTION

Key products (1995 sales):	
WordPerfect and other office software	\$240 million
CorelDraw and other graphics software	\$191 million
CorelPower, education CDs and other multimedia software	\$18.4 million
Value-added services and other communications applications**	\$764,000

* In April 1996, Corel sold its CD-ROMs for educational products to I.B. Williams & Associates of Toronto.
** Includes 10 value-added services including the company's Corel Corporate Site, a fully-featured intranet.

MAKE HER WORLD A SAFER PLACE WITH TOTAL FAMILY SECURITY™



Monitoring starts as low as \$19.95* a month and our \$198.00* activation fee is guaranteed

regardless of the size of your home. As part of the Rogers Group of Companies, CanGuard™ is committed to offering you the most advanced, affordable home security service available. Give us a call, or visit a participating Radio Shack store, and allow us to make your world a safer place.

CANGUARD
A ROGERS Company

www.rogers.com/canguard

1-800-CANGUARD
(1-800-228-6227)

With CanGuard's Total Family Security™, your family will always feel safe and secure. Total Family Security means we will provide you with protection against burglaries, fires, carbon monoxide, frozen pipes, flooding and medical emergencies. Our state-of-the-art, customized security service monitors your home 24 hours a day, with immediate dispatching of appropriate authorities.

* Application 1351-0172

Business NOTES

ERE-X BROUHAHA

Shares of Ere-X Minerals Ltd. briefly doubled in value in response to a false rumor on the Internet that the president of Freeport-McMoRan Copper and Gold Inc. had resigned. Investors interpreted the report to mean that Freeport was wrong about its finding of "significant" gold at Ere-X's Indonesian property.

BELL SOFTWARE LAB

Bell Canada and i will establish the country's second-largest software research and development lab, potentially creating hundreds of jobs. Bell president John McLennan would not comment on its location. The growth of the Internet and coming competition for local phone service are fueling demand for new software, he said.

NO MALL MATTER

Sears Roebuck Ltd. and Oshco Ltd., two of Canada's largest retail chains, are seeking court permission to negotiate rent cuts or break their leases in malls troubled by Eaton's stores. The move raised fears that the closure of some Eaton's stores would prompt a rash of departures by other retailers.

THE REICHSMANN RETURN

Ontario handed a group of companies, including a firm owned by members of the Reichsmann family, the right to redevelop a 128-hectare Canadian Forces base in Toronto. To be completed over 16 years, the \$1.4-billion project will include up to 1,280 homes and an indoor entertainment complex built by Westmeath Arts & Entertainment Corp., controlled by Albert Reichsmann and his nephew, Alvin.

A BANKING FIRST

Dutch financial giant ING Group is rolling out Canada's first foreign-owned retail bank. The move follows on the heels of Citicorp Bank, a national branchless bank started by Vancouver City Savings Credit Union in January.

TOBACCO SETBACKS

Anti-smoking advocates in the United States hailed a federal judge's ruling in North Carolina that the Food and Drug Administration has authority to regulate sales and labelling of cigarettes. In Canada, the cigarette industry failed to convince a Montreal judge to stop a new federal anti-tobacco law before receiving royal assent.

Smooth play for Isiah

I may rank as the most successful of Isiah Thomas's basketball career. The former National Basketball Association star signed a letter of intent to buy a controlling interest in the NHL's Toronto Raptors.



The deal with senior owner Allan Slaught will make the Raptors' 36-year-old general manager the first African American to acquire control of a major league sports team. The agreement showed that Thomas is as skilled in the boardroom as he was on the hardwood. He had threatened to sell his ownership interest in the team and quit as general manager if the deal did not go through—and many of the Raptors' key players had vowed to follow him out of town. Now, backed by an unidentified group of Canadian and U.S. investors, he hopes to negotiate an end to a



Isiah's conception of new arena, Thomas, the new Raptors' owner will play the peacemaker

long running feud between the Raptors and the NHL's Toronto Maple Leafs over a new arena. Antagonism between former Raptors co-owner John Bitove Jr. and Leafs owner Steve Stavro had poisoned talks between the two teams, and the Raptors have started work on a separate city. Slaught bought out Bitove in November. As the new owner, one of Thomas's priorities will be to bring the teams together in one building. The Leafs recently unveiled plans for a new arena atop Toronto's Union Station, next to the Raptors' current site.

TSE floor falls silent

After 145 hectic years, the Toronto Stock Exchange closed its trading floor amid a flurry of confetti and the popping of champagne corks. Shares will now be bought and sold entirely through computers in brokerage offices, with orders transmitted electronically to the TSE. "We have heard the last rumour," president Ronald Fleming told hundreds of

spectators. "This is a moment to reflect on the end of a Canadian tradition." At 3 p.m., the exchange's floor played host to about 400 traders, but their numbers began dwindling with the introduction of full electronic trading in 1993. In recent weeks, the TSE has faced a barrage of criticism over technical breakdowns. Officials have promised that a new computer system to be installed by the end of the year will prevent such problems.

FINANCIAL OUTLOOK

Consumer retail sales surged in February, a sign of accelerating economic growth. Consumer purchases rose 1.1 per cent from January and 7.7 per cent over a year ago. Statistics Canada said the inflation rate in March fell to two per cent from 2.2 per cent in February.

A Reuters poll of 34 North American economists suggested that the U.S. economy would weaken slightly over the next two years, avoiding recession but keeping interest rates low and inflation in check.

Household debt jumped to a huge 57 per cent of disposable income at the end of last year. This is likely to

have risen further in the opening months of 1997 with strong mortgage lending adding to already high consumer loans and stagnant household incomes.

—Scott Brink

The new jobs created during the first quarter of the year were, on average, more stable and higher paying when compared to the same period a year ago.

—CBC

RETAIL SALES

\$17.7 billion	\$19.1 billion
Feb/96	Feb/97

A 25 basis-point hike in the bank rate is possible if we get confirmation of strengthening employment growth with the release of April data.

—Bank of Montreal



Peter C. Newman

The agony and ecstasy of Campaign '97

In the tangle of events that characterize election campaigns, issues soon become obscure and political motives twist. Party strategies generally belie, every precedent to the contrary, that they are designed: their political trumps in ideology, marriage to victory in truth, the process is almost totally out of their control, and every campaign takes on an unpredictable life of its own.

This time the fight is about making history. History as defined by legacy. Jean Chrétien has been prime minister of Canada for more than 40 months, yet he has dropped so faints about how he wants to be remembered (fleeing his wife down off an awning with a piece of lawn sculpture? Starting a fire? In 1997? Surviving the CBC's noon hall formally?)

Every prime minister knows the distant echo of the future and governs as much for the history books as for the voters. In that context, John Diefenbaker gave us a bill of rights, Lester Pearson left behind cordons, a flag and a national pension plan, Pierre Trudeau willed Canadians the Charter of Rights and Freedoms, Joe Clark lost some laughter, and Brian Mulroney endowed the country with the GST and free trade.

Jean Chrétien can certainly claim that under his government the back of the federal deficit was broken, but credit for that sin (negative accomplishment generally goes to Paul Martin, for any rate, it's something of a negative accomplishment, compared to leaving behind some great act of statesmanship or impressive parliamentary legislation. In fact, Chrétien does deserve much of the credit for putting our financial house in order because Terry (Finance minister Michael) Wilson wanted to balance the budget) even as badly as Paul Martin, but never received support for the required expenditure cuts from Brian Mulroney).

Chrétien's other claim for historical recognition would, of course, be leading Canada intact through the next Quebec referendum. That that would merely leave Canada in the status quo situation of refusing the nation to vote before all the issues started. What Jean Chrétien needs is some new legislation or act of those most defining moments that sometimes mark elections, so that he can perpetuate his name in the historical record, instead of merely filling the space between his predecessor and successor.

The election ought to focus his mind so that he stops giving off that distant cold and unconvincing leading laser glow that sometimes marks his discourse. What Chrétien ought not to do this time is what he agonized over doing in the 1993 campaign. In that election, every time he couldn't think up an answer to a troubling question, the Liberal leader would hold up the red parchment of Liberal promises, and like a country pastor who gets into theological dif-

ficulties, begin to shout: "It's in the book! It's in the book!" (I used to be a pastor for a while, that tactic will eventually remind voters that the 1996 Red Book promised to eliminate the GST.)

For Opposition Leader Gilles Duceppe of the Bloc Québécois the election is a much more clear-cut contest. His members have one grand objective: to be re-elected so they become eligible for lifetime parliamentary pensions. It requires six years at that to collect the loot. If the 1997 members have their way, Quebec will be independent by the time the next Canadian election rolls around. Only if they win their second June can they continue trying to tear the country apart, and yet have a claim on that same country's treasury to finance their retirement. (Only in Canada.)

For Preston Manning, it may be his last big chance. No matter how often Manning repeats that the Reform party is all about "the founding of a New Canada," it's really about trying to perpetuate a very Old Canada. The Reform party's version of Canada dates back to the turn of the century, when immigrants, mostly from the United Kingdom and northern Europe, settled on the Canadian plains. That time is long gone, but what remains is the Reformers' memory bank in that this was a time when white Protestants were at the forefront of Canadian civilization. And what Reform is really about is an unrepentant cry of protest that this is no longer true, and that it ought to be true again.

For the New Democrats, the election will be an exercise in trying to regain their grip on the conscience of Canada, without ever having to govern it. Faced with the neocon takeover of Ontario and Alberta, as well as most of the nation's daily press, their ought to be plenty of room for the socialists to grow that their leader, Alton McGowan, has yet to prove that she will be a serious factor in the campaign.

Jean Charest goes into the election with the highest potential for growth. Above all, he is new. It was only two years ago, lightning in the trenches against Lucien Bouchard in the Quebec referendum, that Charest proved his worth. This is a man who believes in his mission and isn't in politics merely to advance his career. The election comes at an opportune moment. Nothing much is left on the Liberal agenda. The governing party needs an election to renew its energies and initiatives. The Tories can't go on languishing in the wilderness, they need to know if they're headed for a return to office, or oblivion. The Reformers face a similar dilemma. Will Premo lead them beyond the pale, or into the promised land? The NDP needs merely to survive.

Out of the campaign will hopefully emerge a brand new coalition of political forces, ready to face the next, and perhaps final Quebec referendum. It's that fight that will really set Canada's future. Meanwhile, let the games begin.



Seize the day. It feels wonderful. But if headaches or back and neck pain stand in your way, it may seem impossible. Chiropractic care can help make it possible again. Hundreds of thousands of Canadians visit chiropractors for safe, drug free, effective treatments that are also remarkably affordable. Get back that wonderful sense of well-being. Visit a chiropractor. Before you know it, you will seize the day. Everyday.



People

Edited by
BARBARA WICKENS

Designs on home decor

Can anyone do it better than home style maven Martha Stewart? Lynette Jennings sure is trying. *Lynette Jennings Home Smart*, her do-it-yourself, home-long TV decorating program shows 14 times a week on the Discovery Channel, is drawing North American ratings that surpass those of Stewart's more high-brow and fanciful *Martha Stewart Living*. Jennings, 49, who is now also a regular guest on ABC's *Good Morning America* as well as the author of numerous magazine articles on home design and decorating, based her TV skills on the CBC's *Lynette Jennings Home Therapy* 1994, she began dividing her time between her Toronto home and Atlanta, where her professional company produces the new program. Jennings attributes her current success to the "anyone can" approach she devised for her small Canadian audience and their "as an audience, we're not afraid to ask questions." "In Canada, you have to focus on what the audience wants and then discipline yourself to deliver the straight goods," she adds. "There is little room for error here."



Jennings: Focus on the audience



Rock-solid performers

Only days after winning her third World Women's Curling Championships, in Bern, Switzerland, Sandra Schindler was back in Regina last week, suffering from a miserable cold.

That figures—in March, she got sick right after winning the Scott Tournament of Hearts in Moose, she could not take medication for the bug because she is five months pregnant. And although curling season is now over, there is no respite. "It's not like professional sports where you can relax in the off-season," Schindler says. "We all have to go back to work."

Schindler, Regina, Saskatchewan, Canada: "It gives you a lot of confidence."

'On the easy side'

In the 1967 federal election, Port Arthur, Ont., teacher Doug Fisher upset the long-standing Liberal "monopoly of everything," C.D. Howe, to become MP for the old CDP party. Forty years later, though, Fisher is still a towering figure, an Parliament Hill, though he long ago left politics for journalism. Fisher first worked for the Toronto Telegram, which folded in 1971, and then took on a political columnist for the *Star* newspaper. Last year, Fisher, 77, was listed for about 40 years of service by a wide circle of friends from both the third and fourth estates. Among those in attendance were fellow journalists Jason Macavola of CBC, Henry Champ and Nancy Wilson, both of Newsweek, former *Star* publisher Doug Creighton, and Fisher's son Luke, a member of Michael's Ottawa branch. The political faction was represented by, among others, former Liberal cabinet minister Mitchell Sharp, and current ministers Paul Martin, Doug Young, and Herb Gray. The Prime Minister also showed up at the event at the august Rideau Club. "You have made a great contribution to the Hill," Jean Chretien told Fisher, "but you're now on the easy side, and I'm still on the rough side."



Chretien, Fisher: a lifelong figure on Parliament Hill

The mystery of why

English mystery novelist Nicci Walters has just one rule when it comes to writing her best-selling books: "The body always turns up in the first four pages." That is the case in her fifth and newest mystery, *The Echo*, in which a victim named Billy Blake is apparently chosen to survive to death in a garage belonging to Atlanta

Powell's wealthy London architect. But beyond the timing of the corpse's first appearance, Walters, 48, a former magazine editor who wrote romance, novelettes and 14 parodies before turning to crime fiction in 2002, follows one of the genre's conventions. Instead of a novel that merely keeps readers guessing about who committed the crime, Walters prefers instead to focus the mystery on why it happened. In fact, the

author says she often does not make up her mind about which one of the possible perpetrators—all with good motives—did the bad deed at the heart of her novel until she has nearly completed writing it. "I am trying to really get inside people's heads and create an emotional understanding," says Walters. "That way the reader is unsure: what is what and whether people are really who they appear to be."

New!

Sara Lee

Classic

CAKES

4 reasons to indulge yourself

- German Chocolate
- Vanilla
- Fudge Golden
- Double Chocolate

Freshly baked and frozen for your convenience. Now in your grocer's freezer case.

A failing grade for user fees

It has become an increasingly popular way for public schools to fund everything from field trips to wood supplies for shop classes: slip students with user fees. But in British Columbia, such charges may soon go the way of the nine-stories schoolhouse. Earlier this month, ruling that "everything that is done by the teacher for his or her class" should be free, the B.C. Supreme Court decided that money such fees are illegal. "The whole idea of public education is to allow everyone to have access to the same educational opportunities," said Jack McDonald, the Victoria parent who took the issue to court. In the wake of the decision, some schools have already cancelled field trips. And at a meeting scheduled for this week, the Victoria board of education will debate taking the government to sue the School Act to allow the charges. That request may find a sympathetic supporter in Education Minister Paul Ramsey, who recently announced cuts of \$27 million to B.C. schools. "My sense," said Ramsey, "is that most parents in the province don't have a great deal of trouble paying for materials." Others beg to differ.

McDonald with daughter Marissa: access to opportunities



RETURN DEPOSIT

Practice may make perfect—but it can be an expensive proposition for taxpayers. In recent years, as competition has intensified for spaces in certain college and university courses, many high-school students have sought to improve their marks by repeating their courses. Now, in an effort to recover some of the cost of that double-dipping, the Alberta government has decided to introduce a bill giving boards the option of requiring students to post a bond before taking a course a second time. Should students succeed, they must hold the classes, fail to finish their course work, or attain a final grade of less than 20 per cent, the bond, which will likely be in the neighborhood of \$100, would be forfeited. Liberal Leader Grant Mitchell attacked the move as unfair to kids from poorer homes, saying it "sows the seeds for a two-tiered education system." But Education Minister Gary Marx, who notes that it was cash-strapped school boards that suggested the idea, says household income should not be an issue, and adds that he expects boards to institute a waiver policy for students who are "unable to pay the \$100 up front." Call it equal opportunity—the second time around.

Cutting boards—and raiding cupboards

It has been a flash point for heated discussions among parents, teachers and politicians. But last week, the Premier School Boards Act passed with little debate in the Ontario legislature. The reason: the government of Premier Mike Harris used professional tactics to prevent opposition parties from introducing amendments to the new act, which reduces the number of boards from 128 to 66. It also creates an Education Improvement Commission to oversee the changes and approve new budgets. Several teachers' unions immediately promised to challenge the new law in court, saying it violates constitutional guarantees. Mean-

while, several boards acknowledged they have been dipping into special reserve funds—providing their savings while they can. Days before the new law passed, the Westwood County School Board near Hamilton withdrew almost \$5 million from a \$8.9-million reserve fund, channelling much of it towards school upgrades and new technology. "This government could easily take these reserves away," said board chairman Bruce Wallace, who is also treasurer of the Ontario Public School Boards' Association. "They were collected to be used on local education. We're making sure they are."

Doctors and fitness

Do MDs know enough about diet and exercise?

Janet Budgeff pines, lifts weights and sticks to a healthy diet to avoid looking sluggish, tired and depressed. The 45-year-old Mississauga, Ont., marathoner chooses to run because, sensitive on her skin, she produces the vitamin D she requires to absorb essential bone calcium. The weights address other concerns. "Japanese women who have to carry groceries frequently because of their small refrigerators build upper body strength and have less osteoporosis," says Budgeff. But did she pick up those tips from her family doctor? Hardly. "Doctors don't tell you about these methods because it hasn't been part of their education," says Budgeff, a mother of two. "It's easier just to give a pill."

Budgeff is part of a growing public movement looking for better nutrition and fitness advice from doctors. As governments continue to cut health care funding and obese people talk, she and others are increasingly asking why doctors have failed to embrace the less

expensive treatment methods used in many other countries. For thousands of years, healers around the world have recognized the power of carefully controlled diets and natural remedies, along with disciplined exercise, in keeping the body fit and well. Lately, North Americans have been tanning in increasing numbers to those old methods—often with alarming little instruction. And the medical establishment is only beginning to come to terms with that demand. "The American investor Thomas Edison once predicted hopefully: 'The doctor of the future will give no medicine, but will interest his or her patients in the care of the human frame, in proper diet, and in the cause and prevention of disease.' For all Edison's brilliance, that clearly has not happened, even though

Budgeff: "It's easier just to give a pill"



THE CLIP

ALONE IS

TESTED

MORE TIMES

THAN MOST

CARMAKERS

TEST THEIR

BRAKES.

Pay the PARKER INSIGNIA Black Lacquer that is routinely selected as one of our top choices.

Key tumble it with keys and other abrasive objects to simulate daily "probe" wear. We test it to 140°F and freeze it to 20°F to ensure it will perform flawlessly under the most extreme conditions. Even the clip is tested 25,000 times for strength and spring.

Are we being obsessive? Guess that every Parker writing instrument has a lifetime guarantee, there is no other way to be.

A PARKER IS IN THE DETAILS

✦ PARKER

Exclusively—Toronto
UBC Bookstore—Vancouver



HEALTH

standard tests do any diet therapy and exercise as preferred initial treatments for a range of problems, including high blood pressure and high cholesterol. Disputable tests also suggest those approaches for depression, stress, anxiety, allergies, arthritis, attention deficit disorder and epilepsy.

In practice, however, most North American trained physicians are poorly equipped—or motivated—to give detailed counselling on nutrition or exercise. Canada's health care billing systems generally reimburse doctors only for a strictly limited amount of counselling, effectively discouraging attention to complex, life-consuming lifestyle issues. On the other hand, doctors are rewarded for seeing many patients for shorter appointments. "Some guys in private practice see up to 80 patients a day," notes Dr. Bill Watson, who teaches family practice at the University of Toronto.

But there are signs of a change in attitude. Physicians who learn medical students are they are starting to pay more attention to lifestyle problems. "In the past, it was less," says Dr. Peggy Hunsell, acting associate dean for undergraduate medical education at Dalhousie's faculty of medicine. "But that was before we had the large studies showing that exercise has a role in the health of the heart." And the medical profes-

sion has at least backed away from the high-protein, low-carbohydrate regimen it was actively promoting just a few decades ago. Now, it recommends a low-fat, low-cholesterol, high-complex-carbohydrate diet emphasizing vitamins and mineral-rich whole grains (wheat, rice, rye, oats, etc.), legumes, nuts, seeds and vegetables. Just the kind of diet, as it happens, that has always been commonplace in the Third World because

Medical students are getting more lifestyle training

it is cheap, readily available and healthy. Western specialists are also looking more closely at simple herbal treatments that rich or cultures have used for centuries. At the Clarke Institute of Psychiatry in Toronto, for instance, Dr. Jacques Gauthier is researching the effects of three Asian herbs. His studies focus on cerebral anoxia for memory and panic attacks, palpitations for lung congestion and peeing to enhance the effectiveness of herbs. Asked how much of his interest stems from nutrition training he received in

medical school in the late 1970s, the graduate of the University of Sherbrooke in Quebec replies: "None. I didn't get any."

Vancouver Hospital's new Yim Chi Institute for Complementary and Alternative Medicine reflects the trend towards scientific evaluation of eastern methods. Podiatric endocrinologist Dr. Wei-Jun Tse, who trained at Harvard University in Cambridge, Mass., and Dalhousie University in Halifax, set up the centre last year to test the efficacy of eastern methods. In 67 visits to China, Tse has observed patients holding energy with the ancient tai chi exercises or benefiting from other eastern practices. "Our role is to integrate the conventional opinion and the so-called nonconventional," says nurse Gina Douglas, the institute's director of services and education. "Patients want an approach that has more self-help with less drugs and surgery."

Patient demand for a new attitude has been evident for years. A U.S. national study published in the *New England Journal of Medicine* in 1993 showed that 34 per cent of respondents had used at least one nonconventional therapy in the previous year. However, 72 per cent of them said they were afraid to tell their doctors. With attitudes apparently beginning to change, that may be the case for much longer.

JERRY GREEN



STREET YOUTH VAN.

UNCONDITIONALLY,



PLEASE GIVE.
1-888-345-4111.

CHATELAINE

WHERE CANADIAN WOMEN GET IT ALL, TOGETHER.



JUST A COPY!

Chatelaine is the place where Canadian women like you come together to share their wit, wisdom and experiences. Subscribe now and join the women who turn to Chatelaine as a trusted friend every month...

- You save over 65% off the cover price.
- You're always up-to-date on the issues, events and ideas that are important to you:
 - women's health news and breakthroughs, from abortion to anorexia to menopause...
 - parenting issues, like the work/family crunch, child abuse, food allergies, teenagers smoking

and eldercare...

- plus expert financial, entrepreneurial and career advice, fashion and beauty tips, home decor ideas, great meals in minutes, and more.
- You enjoy enlightening, entertaining, enriching reading, delivered right to your door every month...no newsstand line-ups, no missed issues.

Don't miss an issue...subscribe today!

MAIL THE COUPON TO: Chatelaine, Box 4003, Station A, Toronto, Ontario M5W 2B6,
FAX: 1-888-315-7747, E-MAIL: service@chatelaine.com, PHONE: 1-800-268-6612 (in Toronto 416-598-6622) and quote P1191AD.



PLUS every month you'll get:
WOMAN TO WOMAN • YOUR MONEY
FOOD TALK • CREATIVE CRAFTS
FREE FOR THE ASKING

CHATELAINE SAVINGS FORM

☒ YES! I want Chatelaine for just \$1 a month.
Please send me 24 issues (2 years) for \$24 (plus tax).

NAME _____
ADDRESS _____

CITY _____ PROVINCE _____ POSTAL CODE _____
☐ Payment enclosed (or charge credit card) ☐ Please bill me later

☐ Cheque ☐ VISA ☐ MasterCard ☐ American Express

CARD NUMBER _____

EXPIRY DATE _____

THE SIMPLE NEW WAY TO PAY

- ☐ Charge my credit card now. Then, when my subscription is close to expiry, charge my credit card at the prevailing renewal rate.
- ☐ Bill me now. Then, when my subscription is close to expiry, bill me at the prevailing renewal rate.

My subscription is guaranteed. I may cancel at any time and receive a full refund on a prorated basis.

Gifted only to Canada until 12/31/97. Send no. money. (offer April 1997)
ST 97 05 02 90 Q2 02 05 rev 01 Canada 02/97



Media

A V-chip tug-of-war

BY MARCI McDONALD

Outrage at the Academy Awards last month, but a divisive force, divided by his co-president, Kristin Scott Thomas of *The English Patient*, that behind the scenes, Jack Valenti, Hollywood's dapper lobbyist in Washington, casts a shadow that is indelibly cast. Now, nearly a decade after Valenti's wheeling and dealing scuttled Canadian legislation to boost the domestic film industry, his shadow has fallen across the country's television screens. This week, in a private broadcasting committee tabled the wraps of a new TV rating system to help parents program the V-chip—the B.C. invention designed to block offensive programming, scheduled to be available by next fall—Valenti's dark backstage maneuvering is being blamed for holding a ground-breaking act of Canadian guidelines.

Successfully tested in five cities last year, these guidelines graded shows according to both age-appropriateness and level of violence, sexual and language content. But despite an endorsement from three-quarters of the 100 households surveyed, the Action Group on Violence on Television turned its back on that proposal system. Instead, it is currently in a process of lobbying a report due in go to federal regulators on April 30. AGVOT has opted for a watered-down scheme based largely on the vague, age-based ratings that Valenti rushed to American TV screens on Jan. 1 in an attempt to pre-empt more stringent government controls. AGVOT chairwoman Trina Mc-

Queen, president of the Discovery Channel, insists that the committee's decision was provoked neither by pressure from Valenti nor by his failed Texas charm. "What we're developing is a system for busy people," she says. "We hope and we believe our system should not be largely different than the American system."

But for V-chip inventor Tim Collins, who teaches electrical engineering at Simon Fraser University in Burnaby, B.C., and has been closely involved in developing a content-based system over the past three years, the proposal comes as a blow. "It's like being hit by a locomotive," he says. "Here is a technology a lot of people are really proud of, yet when you look at how it's been rolled out, we're either missed the point or we've been pressured. We could have carried the torch on this one. Isn't it all typically Canadian?"

Paradoxically, AGVOT is bowing to Valenti's lead at the very moment the American system is under assault from U.S. parent-teacher and mental health groups. Borrowed almost directly from the age-based movie ratings adapted by Hollywood 10 years ago, it is currently under review by the Federal Communications Commission. The system is prompting such a public outcry that Valenti has already been forced to tone down his rhetoric, saying the scheme last December, he had worried that, if the FCC announced changes, "we'll be in court in a nanosecond." Now, industry ind-

ustry predict reduced American guidelines will emerge this summer. David Moulton, chief of staff for Massachusetts Representative Edward Markey, who has championed the V-chip in Washington, agrees. "The irony is that, just as Canada is forced to consider to what the industry down here is trying to stuff down everybody's throat, the Americans may do a 180-degree turn on them."

The Canadian ratings, unlike the American, will operate exclusively with the V-chip—ready for programming into the strict black box system that the Canadian Broadcasting and Telecommunications Commission has ordered to be available by September. In contrast, a U.S. telecommunications bill requires only that the V-chip appear in any TV sets built after February, 1998. The CRTC has yet to determine whether Canadian cable companies will lease or sell the boxes—and for how much. As critics point out, the estimated \$3- to \$10-month rental may discourage the poorest, most time-poor families. Says Kelly Williamson, national director of the Toronto-based Alliance for Children and Television: "The parents who are least around to monitor what kids are watching are probably the ones who will be least able to afford it."

The CRTC must decide whether, as in the American system, parental advisories will appear in the form of flag icons that flash on the screen for the first 15 seconds of every show. U.S. critics submit that the icons are useless unless parents happen to be in the room. And one month after the system debuted, a study by the Pew Media Research Center reported that 54 per cent of U.S. households had not noticed its existence. Meanwhile, University of Wisconsin communications professor Joanne Cantor contends that age-based descriptions have "a feedback loop effect. Ratings that urge parental control based on age considerations make restricted programs more attractive."

Other critics bemoan the fact that more than 80 per cent of U.S. programming—some fairly violent—has been labeled PG-parental guidance. Says Kathryn Montgomery of Washington's Centre for Media Education: "PG has become this big black hole into which everything falls." But McQueen blames that on how U.S. producers have labeled their works. "If there is a father, it's not in the system, it's how they implement it."

The Canadian guidelines will restrict on violence, not sex scenes or level language. But McQueen argues that was all the CRTC required. And she points out that Canadians have two safeguards that Americans lack: a 1980 voluntary code of conduct whereby broadcasters agreed to refrain from show-

Western Canada Flood Relief

Last year when the need was in Quebec, Canadians responded generously from coast to coast.

Now the need is in Western Canada

Please help.

Donations can be made in person at your local Royal Bank or Royal Trust branch.

For the nearest branch location call 1-800-ROYAL-19 (1-800-769-2519).

The funds raised will go to efforts directed by the Canadian Red Cross.



ROGERS

Multi-Media Inc.



Maclean's

McGraw-Hill Companies

*Message for
Maclean's Readers
about a convenient service
we think you'll find useful!*

Dear Maclean's Reader,

Here's an easy, convenient way to subscribe...

You can charge a Maclean's subscription to your credit card, every 3 months. It's just \$11.57*, 4 times a year.

A large number of our subscribers use this simple, convenient service to pay for their subscriptions. The benefits are clear - no interruption in service, no renewal notices, and this service is free.

Of course, your satisfaction is completely guaranteed. You can change your instructions at any time.

It's easy to charge a subscription to your credit card - just call now:

**1-888-Macleans
(1-888-622-5326),
or 416-596-5523 in Toronto**

* Taxes not included

Maclean's

WHAT MATTERS TO CANADIANS

MEDIA

ing excess violence before it's on, and a broadcast standards council to which viewers can bring complaints.

But when Valenti protests that grading programs according to the intensity of their violence or sex scenes would be too complicated for parents to cope with, Collings scoffs. All three tests of his V-chip technology have managed that feat to parental approval. "You can get more conservative on what constitutes rated nudity around the world," he says, "than on what's suitable for a 12-year-old everywhere in this country." According to Collings, the opposition of both U.S. and Canadian broadcasters to content-based ratings comes down to the bottom line. "If you supply more content information to parents," he contends, "they will in the end block out more programs." That, in turn, translates into lower ad rates. Says Collings, "It becomes a sticky issue."

Still, he did not realize how sticky—or political—when he first brought his V-chip technology to former CRTC chairman Keith Spicer six years ago. Now 35, and the father of three pre-teen children, aged 3 to nine, he jokes that "I started all this before I had kids, a TV or a car." Late last fall, Valenti told the U.S. media that Collings's tests had proved successful; Canadians had witnessed their content-based scheme—a mis-truth McQueen was obliged to correct. But last March, a month after Valenti announced that the U.S. industry would come up with its own TV ratings, the CRTC mandated that country's broadcasters to do the same. Suddenly, Collings found himself frozen out from the test test. "It's frustrating," he says. "People are saying, 'Why are broadcasters designing the system? Isn't that like telling the fox to guard the henhouse?'"

Clearly, both sides in the U.S. debate have a stake in this week's decision. Douglas Frish, a former Liberal MP who, as president of the Canadian Motion Picture Distributors Association, has become Valenti's point man, concedes: "If we were to come up with a system that's not compatible with the U.S. system, it may give more impetus to the groups that have been opposed to Valenti."

Still, those with the greatest stake in the debate remain the children themselves. And some educational activists fear that both the V-chip and its guidelines could ultimately do more harm than good—giving parents a false sense of technological security as TV shows grow increasingly violent. Says Heather Jane Robinson, director of professional development for the Canadian Teachers' Federation: "What we got was an industry-controlled solution that downloaded the responsibility onto parents."

But McQueen argues that, like the banned U.S. ratings, the Canadian system "is an action item. It's the beginning of what we hope is a dialogue with viewers," she says, "about the kind of TV they want to see." □

Even the foam tastes better.



One of Canada's finest premium beers, John Labatt Classic is brewed with 100% barley and is best enjoyed for a distinctively smooth taste.

**John Labatt
CLASSIC**

The biography blues

Will a Quebec businessman's story ever get told?

BY MARK CARDWELL

It's not the kind of publicity Quebec writer Robert Turpin was expecting from a new book. Four years ago, the award-winning author agreed to write a biography of the late Paul-Henri Desrosiers, an influential businessman with close ties to the notoriously corrupt Union Nationale government of Quebec's premier Maurice Duplessis. The work was commissioned by Desrosiers's biographer, Quebec home-conviction magnate Pierre Michard, who provided Turpin with financial and technical support during the last year of his life to research and write the book. When the final manuscript was ready for publishing, however, Michard demanded the removal of potentially explosive details about his protagonist's business dealings. When Turpin refused, Michard went to Quebec Superior Court last August and won a temporary injunction in an ongoing legal battle that is fast becoming a free-does-of-speech cause célèbre in Quebec. "I'm dying of old age before the book is published," says 49-year-old Turpin, a winner of Governor General's Awards for fiction in 1981 and nonfiction in 1983. "But I won't give up because, if I lose, it means history is the private property of the rich."

The central issue in the case remains the court's interpretation of two secret contracts involving Turpin and Michard. Under the terms of the first contract, signed in 1985, Michard paid Turpin \$21,000 to conduct research and prepare an outline for a possible biography on Desrosiers, a then-unknown figure in Quebec history. Michard's endorsement of the five-page press the following summer—was a \$33,000 advance to Turpin to enable him to finish the book—led to the second agreement, a contract between Turpin and Sagadin Ltd., a Montreal publisher. (That contract was later picked up by another Quebec publisher, Jacques Lusselle, when Sagadin failed to give Turpin assurances that the manuscript would be published in 1995.) According to



Turpin, the ongoing battle is becoming a freedom of speech cause célèbre

the terms of that agreement, Michard's loss would be repaid through sales of the book, titled *PH: le magnifique Desrosiers grand Duplessis*. In return, Turpin's lawyer argues, Michard structured the deal to ensure that Turpin would retain the right to publish the book. That may explain why Michard's lawyers decided to strengthen their client's hand by invoking Article 35 of Quebec's Civil Code, which came into effect on Jan. 1, 1994. The new article states: "Every person has the right to the respect of his reputation and privacy. No one may invade the privacy of a person without the consent of the person or his heirs unless authorized by law." The use of the clause, together with Michard's request that the hearings into the matter be closed to the public in request that he be heard in December but will be heard by Quebec Appeals Court on June 8, added

an entirely new dimension to the case. In particular, it was Turpin's support of the province's main writers and journalists association, as well as the Quebec Civil Liberties Union, a coalition of more than 100 organizations, including Quebec's two largest unions. "This has become far more than a commercial dispute," says the director of the Quebec Writers' Union, Pierre Lavigne, whose 265-member organization won an appeal on April 18 for the right to intervene as

Turpin's behalf. "It raises huge questions about the liberty of expression and freedom of the press," Turpin's lawyer, François Shellen, who filed suit with Quebec's solicitor general the previous day that he will test the constitutionality of Article 35 of the Charter of Rights that says you need the consent of heirs to reveal information about dead people. Lawrence Martin, Ottawa-based author of the acclaimed 1985 biography *Jean Charest: The Wild to Win*, has also come up against the new Civil Code while researching a biography of Quebec Premier Lucien Bouchard. Also seeking an interview with Bouchard's first wife, Jocelyne Côté, he received a threatening letter last fall from her lawyer, Danielle Laprise, invoking the "right of privacy recognized by both the Charter of Rights and Freedom and the Quebec Civil Code." Laprise threatened that Martin stop making inquiries into Côté's private life and hand over all his files dealing with her. "I was astonished to receive this letter," says Martin. "How far can this thing go? Can you be charged with silence for simply asking questions?" In terms of free speech, it's very threatening—and quite absurd.

Understandably, the publicity surrounding the Turpin case has only fueled speculation about which family secrets Michard wants to keep hidden about his protagonist. Born to humble beginnings in a small Quebec village in 1908, Desrosiers worked his way up from the factory floor to become a steel company executive and a board member of several mining and manufacturing firms. Desrosiers, known as "PH" to his friends, became the epitome of a succession of Quebec premiers from Duplessis to Robert Bourassa, and the founder of a multi-million-dollar building supply empire that employed more than 1,000 people at the time of his death at age 76. Desrosiers's flamboyant personal life—and the steady stream of government contracts that flowed through his companies, particularly during

- 1 Ontario Hydro believes that competition serves customers better with more innovative products, services and pricing options and more choices.
- 2 In anticipation of a competitive marketplace, Ontario Hydro has been aggressively reviewing our bottom line. Costs have been cut. Debt has been reduced. Average prices are down. Services have been added. Revenue is increased. (Last year revenue from electricity exports was more than \$150 million.)
- 3 As one of the largest and most diversified electricity providers with the lowest variable cost in our potential market sector, Ontario Hydro is poised and ready to take its place on a leading North American energy provider.
- 4 We have an exceptional dedicated workforce, recognized internationally for technical performance, responsiveness, service and environmental performance, and they are committed to keeping Ontario Hydro at the forefront of change.
- 5 New individuals and industries — multinational and Ontario based — search the world for the most competitive rates, the best service and the most creative solutions. They will find Ontario Hydro.
- 6 A lack of real energy to the challenges of a competitive future. We are ready to meet your energy needs, today and reliably, ready to help business for Ontario, ready to win your business. Every day.



Ontario Hydro

www.hydro.on.ca

DO YOU TEACH?

Then take advantage of the educational program
Maclean's offers you and your students



Maclean's In-Class Program

- ✓ **LOW WEEKLY RATE** – Maclean's every week for 65¢ per student copy of the magazine
- ✓ **FREE** Teacher's Copy of Maclean's for you
- ✓ **FREE** Weekly Teacher's Guides help you get the most out of each issue of Maclean's. They offer time-saving lesson plans for such main disciplines as Social Studies, English, Media, ESL and Business
- ✓ **FREE** Current Events Quiz and Language Skills Worksheet
- ✓ **FREE** Monthly Teacher's Newsletter, with ideas for a cross-curriculum use of any issue of Maclean's
- ✓ **FREE** Monthly reference to all subjects covered in Maclean's plus the 1994/1995 Consolidated Index
- ✓ **FREE** Resource Binder containing the latest information on issues studied in your classroom plus prepared lesson plans and activities

Also a bonus wall poster of the Canadian flag by Canadian artist Charles Pachter, for your classroom

FOR FASTER SERVICE
FAX 1-416-596-5723

Send Me Free Information
on the Maclean's In-Class Program!

Maclean's
The Maclean's In-Class Program is a comprehensive, advance to today, and has the modern week essential for the classroom.

Name _____
School _____
Address _____
City _____ Province _____ Postal Code _____
School Phone _____ Teacher's Name _____
Subject(s) taught _____

City or Mail to: Maclean's In-Class Program,
777 Bay St., 8th Floor, Toronto ON M5W 1A7
or call 1-800-665-1851. In Toronto (416) 596-5214.

PUBLISHING

the Depression years—led Conrad Black to describe him in his 1977 biography of Duplessis as "one of the more colorful contractors favored with government business in Quebec."

Duplessis left the bulk of his estate to his two grandsons, Claude and Pierre Michaud. In 1989, Pierre Michaud converted use of the companies, ValRoyal Builders Supply, into the 11-centre Quebec renovation chain RénoDépôt. The company was sold last month for \$147 million to French hardware giant Castorama.

Because Pierre and Claude Michaud began working for Duplessis's business empire in the 1950s (in fact, Turgeon says they supplied him with some of the packet anecdotes that appear in the book), many people wonder why they commissioned the book in the first place. According to Turgeon, Pierre Michaud thought Duplessis was an important person in Quebec history, and should be as well known as Quebec credit union founder Aloisius Desjardins or automobile inventor Armand Bombardier. "Pierre told me his uncle wasn't a saint," Turgeon says, "but he wanted his story told."

According to Michaud's lawyer, Marie Nolinowski—who will try to convince the Quebec Appeals Court on June 8 that the case should be closed to the public—Michaud wanted the biography to be an internal document for RénoDépôt employees. "We're not trying to prevent our team from going off and doing their own research and writing a book on their findings, provided they don't libel anyone," says Nolinowski. "But in this particular case, Mr. Turgeon was given access to all sorts of valuable information under a contractual agreement in which Mr. Michaud had complete discretion not to publish." For Quebec writers as ill-fated as the case—and the use of Article 35 in particular—could have teaching consequences, says Jeanne Barthelet, a University of Montreal historian and co-author of a two-volume history of modern Quebec. "The idea that you need to have the permission of a deceased's heirs is ludicrous. It would be simply impossible to write history."

Others, however, simply wonder what all the fuss is about. Juliette Buly, Desjardins's corporate secretary for more than 30 years, says she has read Turgeon's manuscript. "I think Mr. Desjardins would want this book published because he loved to shock people and he was happier if when people talked about him," adds Buly, 60. "I read Steve Cameron's book on Mulroney and it was 30 times worse than anything Mr. Turgeon talks about. Michael's actions are just going to get people to talk out and buy the book when it's published, and they'll say, 'Is that all?'" Regardless of whether the book's content is really sensational, the story of a rocky road to publication is a genuine anecdote. □



A totally new way to open up Maclean's.



Maclean's magazine is now on the air. Tune in with host Pamela Wallin for a weekly half hour that explores the stories that matter to Canadians. With insightful interviews, expert analysis, and thought-provoking reports. Maclean's TV. It's television worth watching.



CBC NewsWorld
Sunday 6:30am ET / 5:30am PT
1:30pm ET / 10:30am PT



wtn
WTN

Monday 7:00am ET / 4:00am PT
Wednesday 8:30am ET / 5:30am PT
Thursday 9:30am ET / 6:30am PT

Check into Sunday Morning Live at 10:00am ET and Ontario. Inside Out at 12 noon ET on CBC NewsWorld.

Maclean's TV is sponsored by



Fall Fotheringham

Why Tony Blair goes coatless into the rain

At London's April showers did the daffodils that steady breeze in Green Park across from Buckingham Palace, all the talk is that Tony Blair never wears a topcoat. This is what poses for an issue in this strange election.

There was a time, when there was social division in the land, when Andrew Brown, the marketing czar from Welsh coal-mining country, stood in the House of Commons and called the Conservatives "herpans." Now Tony Blair, who undoubtedly this week will be the first Labour prime minister in 18 years, never alters the word "socialists" and does so adroitly because he never wears a topcoat.

The reason he never wears a topcoat is because his handlers want to evade the image of John F. Kennedy, the first politician never to wear a coat while campaigning. The idea, naturally, was to cast the image of youthful vigor, and old ladies in scarves and handbags.

It worked, of course for JFK, and it is working for teeny Tony Blair, who at 42 would be the youngest British PM in two centuries. The JFK institute is working so well that he's pled on top of it the Bill Clinton relation, taking his party of the working class and the pit mine no far to the center that the polls show he's capturing the middle, tired of the gray John Major after the dramedies of the Iron Lady herself, Maggie Thatcher.

Such is the success of his pitch that once-ferry Tony Binn, now 72, sits in his kitchen in Cheshire, out in Derbyshire and remains silent. Ferry Tony Binn, of hunked socialists, first in the Commons in 1950, long ago gave up his inherited title in the House of Lords to keep running as a commoner. He's now in his 77th campaign and, twice a day in his kitchen, has his burps with the daily "line" from Millbank Tower in London, the Labour Party headquarters.

There can be no variance in the daily "line"—just an Clinton procedure his reflexive secretary, fanning everyone to sing from the new songbook. In his London riding, even Bert Keen, Longbridge, the Marxist and former union leader of the Greater London Council, has been rendered mute, so as to get his seat back in the Commons. The prospect of victory does tend to silence the tongue.



It's a strange election, in a town where in a decent hotel a hamburger costs \$88. And where they're actually talking about getting Prince Charles a real job.

It across the warring courtiers at Buck House—Princess Di of the expensive house having been dispatched—are divided over how to repair the king's failing image. Especially as his own wife's lines indicate it will be well on to the next century if he is ever to inherit the monarchy that a dysfunctional family has almost destroyed.

One camp has noted that he hasn't missed a day on his horse in the last six months of the breeding season. Just what unemployed

Welshmen mean love. He's said to be slightly panicked over the Blair campaign pledge to ban foxhunting. When he took his seat in the soccer field at Wembley, Charles could not disguise his boredom from the cameras.

With that prize pool problem—his henkly mother was 71 last week and the grumpy Queen Mum age on at 90—what do you do with a guy who will be 50 next year and likely have better than his kids people? A real job? Where?

Tony Blair doesn't care. So what? Tony Blair who wanted to be a Tory prime minister before being cut down by a stroke, he was sent to a privileged private school and Oxford and war-horn because a socialist—the name that is never mentioned and is belied down in this campaign.

Just to lure those middle-class voters he seeks, he has pulled that traditional Labour color of red—which frightened all those suburban ladies of mine who are seagulls of Moscow—out of his coat—and replaced it with purple in the campaign signs. The royal purple, bringing someone who wears all those floating Tory notes in the shires who think his coat and doesn't wear a topcoat in the rain.

Like Clinton, who was feuded by a tougher female partner at law school, Blair courted a tougher fellow leader at university. They have plotted their course on the Clinton pattern, the sickness at Millbank Tower in contrast to Conservative headquarters on the embankment down the Thames staffed by differing leaders of the Women's Institute who have no idea what they're doing.

And the populists, taking on the Blair attitude, stare down and scares the nuts of the IRA who try the election-daroguing bomb scares.

Tony Blair gives his Jenny Carter and acts with the backbone ruthlessness of Bill Clinton. He is helped by the lurking value of Maggie, who hovers above the head of the earnest Blair, the Lion den talitally knowing when to give him out with a single headline (Up there Mickeynoy knowingly did to John Charest the other day).

It is a cruel business, politics. And Tony Blair, the post-Tony who never lets the filthy word "socialists" cross his pristine lips, is going to whip the Tories who don't know what to do, since they admit who they are.

Own your own Territory.



It takes a lot of machine to handle a country this big. Fortunately, the Yukon comes equipped with a standard 250-horsepower Vortec 5700 V8 engine. In addition, the Yukon has up to 118 cu. ft. of cargo space and a towing capacity of up to 3175 kg. or 7000 lb.

Brute force? Perhaps. But ample


seating for up to six passengers and a long list of thoughtfully provided luxuries, guarantee that the Yukon stays an extremely civilized vehicle, all of which means, you won't ever have to leave anything—or anyone—behind.

Discover the Yukon. Clearly, it's a piece of territory you'd be proud to call your own.

For more information, call 1-800-GM-DRIVE or visit our web site at www.gmc.com.
©1999 GMC. GMC is a trademark of General Motors Corporation.

GMC

Yukon. 365 days a year.



What's On Your Mind?

**"Will I outlive
my retirement
savings?"**

**Invest
Right™**

Tough question. Today, with people living longer and interest rates being volatile, it's hard to know which investment decisions will help you retire comfortably. Naturally, every retirement savings plan needs performance and diversification. At Manulife, using our Invest Right process, we'll help you design not only a customized portfolio but one that also provides the flexibility to adapt to life's changes. So you can spend your retirement in comfort. And for some of us, that could be a long time. Talk to an independent financial advisor, call 1-888-MANULIFE (1-888-626-8543) or visit us at www.manulife.com.



Manulife Financial

Helping You Make Better Financial Decisions™

The Manufacturers Life Insurance Company